

Case Study: Medford Eyewear

Client continues advertising with Money Mailer for **18 years** due to a consistently positive experience.

Situation:

Medford Eyewear, an optometry office out of New Jersey, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To build brand awareness, the owner decided to advertise every month to 20,000 homes in close proximity to his business. To create demand, strong savings were offered on eye exams and eyewear.

Results:

The owner states that the advertisement does an amazing job of attracting new customers since the offers provide a desirable value. As a result of having a consistently positive experience, Medford Eyewear has now been advertising with Money Mailer for 18 years.

Front of ad:



Back of ad:

