

Case Study: Value Floors Kitchens & Baths

Kitchen & Bath remodeling business **successfully reaches millennials** by leveraging Money Mailer's Mobile App.

Situation:

Value Floors Kitchens & Baths, a home remodeling company out of Illinois, wanted to reach a wider demographic, including millennials, to build brand awareness and acquire new customers so they looked to Money Mailer as a direct marketing solution.

Strategy:

To attract customers through print and mobile, Value Floors Kitchens & Baths developed an ad promoting a limited time offer for 20% off of the customer's entire purchase. On the back of the printed ad, the expansive advertising space was used to showcase a complete list of the business' offerings for consumers to browse.

Results:

The owner tried many different types of advertising, including other direct mail vehicles, but never received a strong ROI until trying Money Mailer. He loved having his ad featured on the mobile app as well since it brought in a younger demographic, while the direct mail ad brought in an the older demographic. The client stated, "I would recommend Money Mailer in a heartbeat."

Front of ad:



Back of ad:

