

Case Study: Great Outdoor Store – Sioux Falls, SD—A VERY GOOD YEAR!

Spring 2013

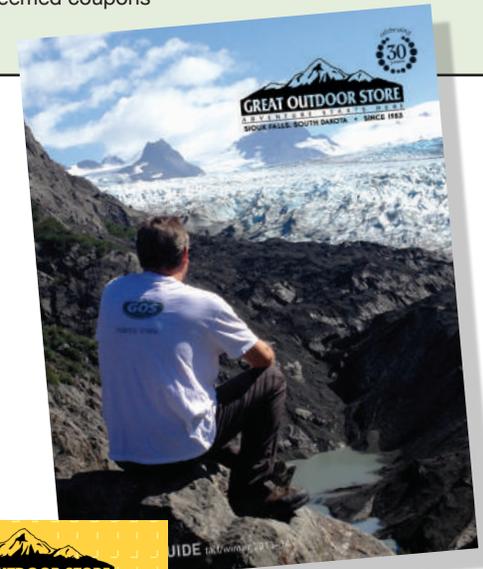
Outdoor Guide mailed April 8 to 2,021 existing customers.

Data Source: Redeemed coupons

Fall 2013

Outdoor Guide mailed October 8 to 2,203 existing customers.

Data Source: Redeemed coupons



“Using the Guide has been one of our smartest marketing moves. We started mailing the Guides in 2007 and began building our mailing list from scratch. Our customers ask about and look for the Guides in the mail. We also know they come in more often because of the dated coupons. Since establishing our mailing list we have been able to eliminate magazine and newspaper advertising and save marketing dollars. We have had double digit sales increases every year since 2009, which we believe is partly due to the success of our Guide.”

*—DeAnn and James Echols, Owners
Great Outdoor Store, Sioux Falls, SD*

GREAT OUTDOOR STORE
ADVENTURE STARTS HERE
SIOUX FALLS, SOUTH DAKOTA • SINCE 1983

\$20 Off
Redeem this coupon for \$20 off any purchase over \$100.

Redeemable through May 13, 2013
Not valid towards sale products, gift certificates, special orders, or previous purchases. Not valid with other promotions or offers. One Coupon per purchase. Some exclusions apply.

GREAT OUTDOOR STORE
ADVENTURE STARTS HERE
SIOUX FALLS, SOUTH DAKOTA • SINCE 1983

\$10 Off
Redeem this coupon for \$10 off any purchase over \$50.

Redeemable May 14 through June 10, 2013
Not valid towards sale products, gift certificates, special orders, or previous purchases. Not valid with other promotions or offers. One Coupon per purchase. Some exclusions apply.

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\$15 Off
Redeem this coupon for \$15 off any purchase over \$75.

Redeemable June 11 through July 15, 2013
Not valid towards sale products, gift certificates, special orders, or previous purchases. Not valid with other promotions or offers. One Coupon per purchase. Some exclusions apply.

May coupon
\$20 Off over \$100
54 redeemed totaling
\$5,400 minimum

June coupon
\$10 Off over \$50
42 redeemed totaling
\$2,100 minimum

July coupon
\$15 Off over \$75
62 redeemed totaling
\$4,650 minimum

Redemption rate: 7.8%
Minimum gross sales: \$12,150

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\$20 Off
Redeem this coupon for \$20 off any purchase over \$100.

Redeemable through November 21, 2013
Not valid towards gift certificates, sale products, special orders, or previous purchases. Cannot be combined with other offers. Some exclusions may apply.

GREAT OUTDOOR STORE
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\$10 Off
Redeem this coupon for \$10 off any purchase over \$50.

Redeemable December 1-24, 2013
Not valid towards gift certificates, sale products, special orders, or previous purchases. Cannot be combined with other offers. Some exclusions may apply.

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\$20 Off
Redeem this coupon for \$20 off any purchase over \$100.

Redeemable January 1-31, 2014
Not valid towards gift certificates, sale products, special orders, or previous purchases. Cannot be combined with other offers. Some exclusions may apply.

November coupon
\$20 Off over \$100
131 redeemed totaling
\$13,100 minimum

December coupon
\$10 Off over \$50
114 redeemed totaling
\$5,700 minimum

January coupon
\$20 Off over \$100
16 redeemed totaling
\$1,600 minimum (as of Jan. 17)

Redemption rate: 11.8%
Minimum gross sales: \$20,400, to date.