

SUCCESS STUDY: Lee's Adventure Sports Fall 2009

"I'm impressed with the quality of the Outdoor Guide, our staff's pride in using it, and I'm particularly happy with how long customers held on to it. They were bringing coupons in over two months later. It went far beyond paying for itself."

—Skip Lee, Owner, Lee's Adventure Sports, Portage (S. Of Kalamazoo) Michigan

Over 400% Return On Investment

Sales from coupons: \$60,419

Profit after COGS: \$60,419 x 45% margin = \$27,189

Retailer's cost to print and mail Guide: \$5,456

Net profit after costs: \$21,733

Three Months of Profitable Response



Personalized Coupons Increase Response and Provide Measurability

Each mailed and handed out copy included this set of coupons:



Circulation:

Printed: 5,125 Mailed: 2,000
Distributed at Warren Miller: 2,500

Redemptions:	213
Average sale:	\$142
Total sales:	\$30,246*
	*11/16-12/31

Redemptions:	182
Average sale:	\$119
Total sales:	\$21,658

Redemptions:	65*
Average sale:	\$131
Total sales:	\$8,515
	*through 1/13

Total coupons redeemed: 460
Response rate: 10%
Avg. coupon transaction: \$131
Total sales: \$60,419