

The Outdoor Guide is Profitable Advertising

Case study: Alpine Shop, St. Louis, MO.
 Fall 2010 Outdoor Guide coupon redemption data from POS system.
 Data source: Marketing Director, Todd Oswald

CASE STUDY HIGHLIGHTS:

- Coupon sales: \$151,700
- Profit after ROI: \$43,858.91



The Outdoor Guide Delivers Return On Investment

Net Sales from Coupons: \$151,700
 Net Margin after COG's: \$60,680
 Cost of Outdoor Guide: \$16,821.09

Profit After ROI: \$43,858.91

"We are very satisfied with our results. Not only did our coupon response improve from last spring, but even more impressively, the response remained consistent for four months after mailing the Guide."

— Todd Oswald, Marketing Director

Coupon Summary

Total coupons redeemed: 1,397
 Response rate: 7.7%
 Net sales: \$151,700



The Outdoor Guide Delivers Four Month Shelf Life

Duration of Coupon Response and Redemption per Month

Outdoor Guide was mailed in early October to 18,167 existing customers.

