

"SuperSale mailers are very profitable advertising."

Tabulated via POS system by Mike Olson, Owner, based on sales with redemption of the "20% Off a Single Item (except bikes and labor)" coupon in his April 2006 SuperSale mailer.



CASE STUDY HIGHLIGHTS:

- Study Focus: Trek Bicycle Superstore, San Diego, California
- Total Sales Generated with coupon: \$45,619
- Net Profit: \$7,212



Coupon tracking only tells part of the story

We estimate that only 3 of 4 customers who respond to the SuperSale mailer use the included coupons. This is a conservative estimate. Coupon capture is often incomplete at point of sale.

How much did Mike really make?

While Mike's measured profit was about \$7,000, we estimate his actual profit was almost \$13,000 — an additional profit of 85 percent.

SuperSale mailer coupon results, April 2006	Measured	Estimated
Sales data based on	Actual coupons captured	Measured sales / 0.75
Sales	\$45,619	\$60,825
Cost of Goods @ 35% margin (Sales x 0.65)	\$29,652	\$39,536
Cost of X,XXX SuperSale mailer, delivered	\$8,755	\$8,755
Net Profit	\$7,212	\$12,534