

Hardware Store

How our campaigns drove engagement and foot traffic



Challenges

The hardware store needed to improve brand recognition and attract new customers by creating a more visible and engaging presence in their locale.



Solutions

- ✓ New Mover Gift Book
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

The hardware store's print marketing campaign led to a **20% increase in new customers**, driving numerous redemptions and boosting foot traffic, which enhanced overall brand visibility.



Key Metrics

20%

Boost In New Customers

5%

Response Rate