

Valpak® Solutions Guide





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WHY CHOOSE VALPAK?

You built your business with the dream of charting your own course. Being your own boss. You had a passion, worked hard and succeeded where most fail.

You've learned a lot about marketing. Sometimes the hard way. You know it's no longer enough to run a TV ad to reach customers. That consumers have more choices and more distractions than ever before.

In short, business is tough.

Valpak is the trusted name in local direct marketing. With the expertise to help your business adapt to new technologies. With the gumption to create new opportunities. Just like you, we started small: in a garage in 1968. Since then, we've become synonymous with direct marketing, cost-effective direct mail and digital advertising that drives results. Today, millions of high-income households open the famous "Blue Envelope" each month to find great deals in their neighborhoods.

These sought-after savings are always available on valpak.com and our mobile app, too. But we don't stop there. Valpak can help: build and better your online presence by optimizing your website for mobile devices; ensure your business is found in online searches with SEO advertising; drive more traffic to your website faster with SEM advertising (Did you know we're a Google Premier SMB Partner?); and create a custom print and digital solution that meets your targeted marketing needs.

In short, Valpak does it all.

About Valpak

Valpak is at the heart of communities across North America, helping people save, businesses grow and neighborhoods thrive through a network of local franchises in the U.S. and Canada.

Valpak marketing consultants live and work in your neighborhood. We know what your customers want (we are them!) and can help you take the guesswork out of advertising with real-world marketing solutions that drive measurable results.

From the mailbox to online to mobile devices, Valpak continues to find innovative ways to connect businesses with consumers. Monthly, close to 40 million homes receive our Blue Envelope of savings and traffic on valpak.com and our syndication partner sites exceeds 110 million.

Backed by the muscle of Cox Target Media, your local Valpak office has the means and know-how to custom build a marketing campaign that meets your needs and budget.

Let us introduce you to the neighborhood.



THE BLUE ENVELOPE®

The Blue Envelope drives response and awareness for Valpak advertisers through advanced targeting and more than 40 years of best practices in design and offers. Each month, the Blue Envelope delivers savings to nearly 40 million households in the U.S. and Canada.

HOW WE DO IT

Targeted messages, no wasted circulation

The Blue Envelope targets households by geography, demographics, consumer behavior and/or consumer expenditures to reach your best market.

High consumer awareness and perception of value

Valpak is the most recognized direct mail program there is. Eight in 10 (82%) households* receiving the Blue Envelope open and look through the coupon offers.

The right frequency

Your message will be seen at the right time. With monthly frequency, the Blue Envelope reaches customers when they are ready to purchase your products and/or services.

The right market

Valpak consumers are upscale, educated professionals — a quality audience with discretionary dollars to spend. The average Valpak household income is 29% higher** than the average U.S. household income.

BLUE ENVELOPE PRODUCT OPTIONS

- Single-Panel Coupons
- Larger Print Formats
- Cardstock & Loyalty Cards
- On-Pack Advertising



*2014 Valpak® Readership Study, Research Now®, October 2014

** Valpak Research Services, "Valpak Facts," July 2014

SINGLE-PANEL COUPONS

Print coupons are the foundation of your Valpak program, featuring optimal design and messaging to quickly grow your customer base.



WHAT'S INCLUDED

- Your very own mini billboard delivered directly to consumers inside the Blue Envelope
- Custom ad layout and design by our in-house design team
- Tools that target the best prospects for your business

HOW WE DRIVE RESULTS

We know graphic design.

Through years of experience and eye-tracking studies, we have identified the ultimate formula to get your offer noticed. Whether you pick from hundreds of proven designs or have a graphic designer customize your ad, every coupon is designed for easy scanning and maximum response.

We take care of all the details.

Your local Valpak marketing coach knows your neighborhood AND direct marketing. We recommend the best offers and the perfect mix of frequency and reach for every industry based on what has worked for other businesses like yours.

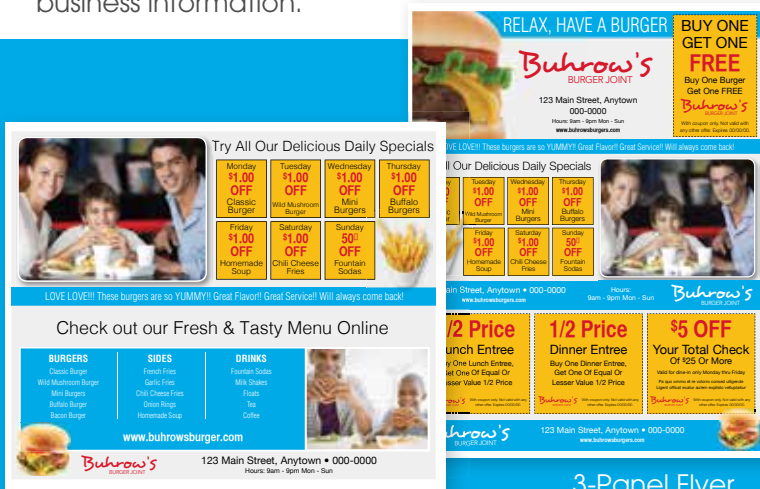
We give you your space.

With a Single-Panel Coupon, you don't have to share space on a page with other businesses or competitors. Your ad is all about you and what makes your business special. Seventy-three percent (73%) of households receiving Valpak look at every coupon inside the Blue Envelope.*

*2014 Valpak® Readership Study, Research Now®, October 2014

LARGER PRINT FORMATS

Need more space to showcase your products and services? Our multi-panel Flyer, Circular and Booklet formats give you tons of options to show off your menu, photos, locations and other business information.



2-Panel Flyer



3-Panel Flyer



6-Panel Flyer



Booklet



Circular

WHAT'S INCLUDED

- Larger advertising space than a standard coupon
- Choice of 2-, 3- or 6-Panel Flyer
- Choice of 8-, 12- or 16-Page Circular or Booklet

HOW WE DRIVE RESULTS

We do the research.

Our team continuously researches new and innovative direct-mail formats to create unique products that draw the eyes of consumers and the envy of your competitors. Larger formats continue to increase in popularity, with free standing inserts accounting for 91.8% of coupons distributed and 44.4% of all redeemed coupons in the first quarter of 2014.*

We give you options.

Multiple print formats ensure there's something to meet every business need and budget. We can even work with you to produce a custom format. Want a more premium, upscale look? We can do that too, with different paper options.

We make sure your ad stands out.

Larger print formats will get you noticed inside the Blue Envelope because they disrupt a consumer's coupon-sorting routine. A folded, thicker piece with more space to feature your brand content makes you stand out in the crowd. Also consider using larger print formats in between your standard coupon mailings to keep your current customers engaged and excited for more.

*Inmar Press Release, "Inmar Reports Continued Growth for Digital Coupons in Q1 2014." May 5, 2014

CARDSTOCK & LOYALTY CARDS

Drive repeat purchases and extend the life of your coupon with Cardstock and Loyalty Cards.



WHAT'S INCLUDED

- Your choice of satin, matte, gloss or uncoated finish
- Mini, standard or oversized format
- Unique imprinting to increase tracking and security

HOW WE DRIVE RESULTS

We keep 'em coming back.

Loyalty Cards not only reward your existing customers for repeat purchases, but also help you capture new customers at the same time. And Cardstock extends the shelf life of your offer, with 80% of consumers holding onto Loyalty Cards for 3 months or longer.

We protect against fraud.

Unique alphanumeric codes can be placed on each Cardstock piece to protect your customer info and ensure one-time use of coupons when and where necessary.

We capture more insights.

Cardstock enables you to make use of Business Reply Mail (BRM) when you want more information or feedback from your customers. We provide uncoated finishes and various paper thicknesses that are perfect for BRM formats.

*2011 Valpak Readership Study (Wave 1)

ON-PACK ADVERTISING

Be the first to be seen with the kind of exposure only available from occupying the prime position on the outside of our signature Blue Envelope.



WHAT'S INCLUDED

- Premium exposure on the outside of the Blue Envelope
- Call to action driving customers to your inner-envelope offer

HOW WE DRIVE RESULTS

We get you noticed.

The Blue Envelope is the most recognized direct mail brand, with 8 in 10 households (82%)* opening it and looking through the coupon offers. Your ad on the outside of our flagship product will drive store and Web traffic and increase your overall brand awareness in the neighborhood.

We break through the clutter.

On-Pack gives you front-row exposure similar to the cover of a magazine or a solo direct mail postcard – but at a much more affordable price. Your brand will get double the impressions with both On-Pack and a coupon inside the Blue Envelope.

*2014 Valpak® Readership Study, Research Now®, October 2014

SOLO DIRECT MAIL

Dial up your 1-to-1 marketing with timely promotions targeted to specific consumers. Just supply a list of households you want to target or let us help you find your ideal customer with Solo Direct Mail.



WHAT'S INCLUDED

- Access to the most up-to-date consumer databases
- Advanced targeting to mail your business's best customers
- A multitude of formats available, from postcards to custom pieces

HOW WE DRIVE RESULTS

We get your message across.

Fifty-six percent of postcards are read by recipients, making them hands-down the most read direct-mail format available.* Choosing a postcard as your Solo Direct Mail product is the best way to ensure consumers see your ad and offers. Need more space? We have numerous other formats we can customize to your needs.

We don't waste coverage.

Solo Direct Mail mailing lists are customized to reach the audience that best fits your marketing needs and budget. Commonly requested lists include carrier routes, age, income, families with children, home ownership and businesses.

We mail on your schedule.

Your business is unlike any other. Why stick to a schedule for your marketing that has nothing to do with your business? Solo Direct Mail lets you choose when you want your offer to arrive in homes.

*Eleventy Marketing Group, "25 Standout Stats on Multichannel Marketing from the DMA 2014 Fact Book," April 30, 2014

VALPAK MEDIA SOLUTIONS

From websites to search advertising, Valpak Media Solutions is your one-stop shop for powerful marketing solutions that will grow your brand power and customer base.

HOW WE DO IT

All-in-one marketing

Long gone are the days of working with multiple marketing companies and keeping track of different bills and contracts. Valpak Media Solutions helps you manage your entire Web presence including your website search advertising and social!

Expert influencers

Don't know the difference between Pinterest or Instagram? Or just don't have the time to do it all? Well we do! Valpak Media Solutions experts stay up to speed on industry trends so you don't have to.

PRODUCT SUITE:

- Valpak.com Business Profile Page
- Website Development
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing



VALPAK.COM BUSINESS PROFILE PAGES

Business Profile Pages (BPPs) on valpak.com and the Valpak app are content-rich Web pages that provide a highly visible presence for your business on both desktop and mobile devices.



WHAT'S INCLUDED

- Essential Digital Package
 - Marketing message with high SEO value
 - Up to 3 offers to drive consumer response
 - Photos and videos of your location and offerings
 - Website/social media links
- Custom upgrades available for one-time SEO optimization and multi-location businesses

HOW WE DRIVE RESULTS

We use the right keywords.

Valpak.com ranks high in organic search results with nearly 6,000 keywords ranked in the top 3 Google search results and more than 21,000 keywords ranked in positions 4-10.* All Valpak digital offers are pushed to our mobile app, accessible to millions of mobile and Web consumers. As of July 14, 2014, the Valpak Mobile App had been downloaded more than 700,000 times across Android, iOS-, and Blackberry platforms.**

We have unique content.

At valpak.com, shoppers can find limited-time promotions and sweepstakes in addition to local savings. This element of surprise will excite and keep shoppers coming back for more ways to save.

We boost consumer confidence.

Having a BPP on valpak.com shows consumers that you're a trusted source for local products and services in the community...and that they can save in store or online with your business.

We help you reach more people.

Gen Yers are always attached to their phones – and so are Gen Xers and Baby Boomers for that matter! The Valpak Mobile App can help you reach tech-savvy consumers across generations, but in particular, a much younger demographic than traditional advertising methods.

*SEMrush, Valpak® Analytics Account, July 2014 Google/Ipsos MediaCT/Purchased, "Research: Understanding Consumers' Local Search Behavior." May 2014

** Valpak Digital Operations, "Valpak Mobile App Downloads." January 2014

WEBSITE DEVELOPMENT

Make a memorable first impression with an attractive website. We'll work with you to customize colors, photos, logos and other artwork to build you a site consumers will love.



WHAT'S INCLUDED

- Templated or custom website
- Mobile version of your site
- Dedicated team to manage everything for you
- E-commerce integration
- Branded email accounts
- Hosting and domain registration
- Tracking, reporting and analytics
- Unlimited technical support
- Unlimited copy updates

HOW WE DRIVE RESULTS

We bring in the experts.

Our team of Web design pros work with you to design a site that's optimized for your business needs. We provide years of diverse experience across all things digital.

We don't charge for changes.

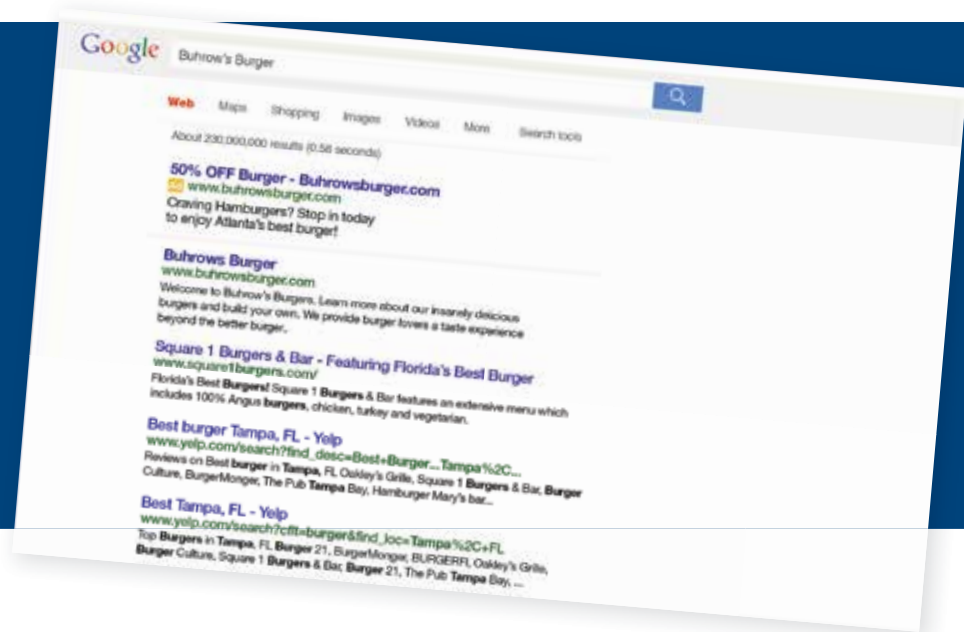
You can make updates to your website as you choose or with our help. This way, your website always has the most up-to-date and relevant information for your customers.

We design with mobile in mind.

Your website will look great on both desktop and mobile devices, meeting the needs of consumers whenever and wherever they shop.

SEARCH ENGINE OPTIMIZATION

Get found online by increasing your search rankings. We can help improve the visibility of your website in a search engine's unpaid or "organic" search results.



WHAT'S INCLUDED

- Optimization of page content and images
- Meta descriptions and title tags
- Submission to local directories
- Various packages available from 3-11 keywords based on your business need

HOW WE DRIVE RESULTS

We know SEO.

Our SEO experts help you choose the most relevant keywords for your business and create unique content to get your articles and pages ranking higher in search results. We also make sure your company info (address, phone number, etc.) is consistent across search engines – a big SEO must.

We know it changes.

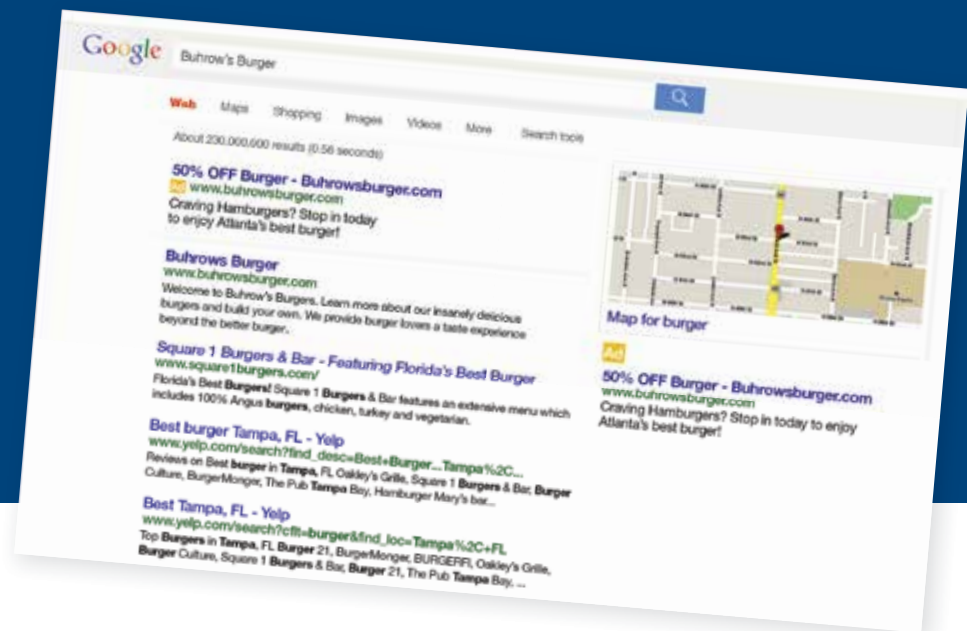
How Google and other search engines rank websites is based on algorithms (formulas) that are changed often. We stay ahead of these changes to ensure your website remains a top search result.

We can prove it.

You receive an online dashboard login to monitor the success of your website based on organic traffic coming from keywords and unique content.

SEARCH ENGINE MARKETING

SEM, also known as “Pay-Per-Click” (PPC), is one of the quickest and most powerful ways to drive search engine traffic to your website and customers to your door.



WHAT'S INCLUDED

- Keyword research
- Campaign setup
- Automated bid optimization
- Ad copy creation, testing and rotation
- Landing page design

Various budget levels are available based on your business need.

Custom packages with tracking numbers and online forms are available to higher budget tiers.

HOW WE DRIVE RESULTS

We get you traffic fast.

Ninety-seven percent of consumers search for local businesses online.* Our SEM program gets your website in front of these eager shoppers with highly targeted ads.

We do the work.

Our bid management technology can increase or decrease keyword bids on an hourly basis. This ensures your marketing dollars are hyper-focused when and where consumers are searching for the products or services you offer.

We are transparent.

We don't stop after your campaign is built. We continue to monitor the success of your campaign and you can too via our SEM report.

*Eventility, "The Power of Online Communities for Local Businesses Infographic." February 13, 2013

SOCIAL MEDIA MARKETING

Easily connect with your customers on social media with some help from Valpak! From creating your social profiles to posting on your behalf, our Social Media Marketing tools will help you keep the conversation flowing.



WHAT'S INCLUDED

- Creation and optimization of social pages
- Ongoing content creation and posting
- Monthly fan-building ads
- Custom packages for additional fan building and specific channels available based on your business need

HOW WE DRIVE RESULTS

We build your fan base.

Consumers use multiple social platforms on a daily basis. We can help you reach untapped audiences by creating and/or managing your social presence on Twitter, Google+ and Facebook.

We improve your customer insights.

By monitoring conversations on your social networks and devising content strategies, Valpak helps you better understand what your customers are interested in and how they behave.

We take word-of-mouth marketing online.

Without Facebook, Twitter or other social media outlets, your online presence is limited to your website, business listings and/or review sites. Consumers turn to social media to learn more about brands. We get your brand out there and help increase foot traffic to your store.

VALPAK PERFORMANCE DASHBOARD

Today's customer journey starts by going online to find out more before you purchase. So while traditional media like direct mail prompts consumers to take action, often that first action is online research. If you are using offline methods of tracking your marketing, you could be drastically underestimating the true response to your offer. Knowing that consumers interact with businesses in various ways, Valpak ensures we capture ALL of their actions. Whether it's phone calls, direct traffic to your unique landing page or activity on your valpak.com Business Profile Page, you'll know.



COMPONENTS

- Valpak Print Coupon
- Landing Page or Microsite
- Call Tracking Number
- Valpak.com Business Profile Page
- Performance Dashboard

HOW WE DRIVE RESULTS

We understand consumer behavior.

Consumers are becoming avid online researchers when it comes to purchase decisions. Nearly 50 years in direct marketing with coupon and proprietary research insights have kept us on the pulse of what's working and what's not. We know every path to purchase can be different, so we have built a tracking solution that captures online response to your print campaign.

We leave no consumer behind.

By tracking everything from calls to online clicks to coupon prints, no method of response to your ad is missed. It's easy to lose track of consumers who go online before redeeming your offer. Valpak has put together a unique set of tools to make sure you can account for every marketing dollar you spend. None of our competitors can say the same.

We are completely transparent.

With your marketing dashboard, you see what we see. This dashboard identifies successes and opportunities. It's a tool to identify when you might want to change or enhance your campaign with different offers or creative. There are no secrets or mysteries when it comes to your Valpak campaign. And your local Valpak representative can assist you in interpreting the results and with new ways to get even more response.



CALL TRACKING

Do you know how your advertising is performing? How about your staff, when they're talking to customers? First impressions are lasting, which is why it is important to be aware of your consumers' first interactions with your business. We put a unique phone number on every part of your Valpak campaign to help you monitor the quantity and quality of phone responses your advertising generates. Information about the call is captured and reported in an easy and actionable format, including the date and time of calls and actual call recordings.

WHAT'S INCLUDED

- Turnkey phone line provisioning of toll-free or local numbers based on availability
- Call recordings
- Call summary reports and call dashboard
- Whisper feature – a pre-call “whisper” notifying your client that a call is coming through a Valpak Call Tracking line
- 30-day wind down – ensures any lead coming in from a discontinued Call Tracking line will still reach your business

HOW WE DRIVE RESULTS

We manage performance.

The ability to listen to call recordings can be used as a performance management tool. Listen to how your employees handle calls to help ensure those first impressions are lasting.

We operate more efficiently.

Know the days and times of the week you receive the highest call volume. This knowledge enables you to increase your staff count during peak periods and reduce it otherwise, helping you to run your business more efficiently overall.

We manage your campaign.

Include a unique Call Tracking number on different parts of your campaign to determine where most of your leads are coming from. Use a different Call Tracking number to help you test various types of offers to determine which works best for your business. Valpak is so confident in its performance, we will provision lines for you to put on our competition's media. We will show you in one convenient dashboard that Valpak outperforms the rest!



**Open the
neighborhood!**

CONTACT:

