

# Case Study: PSQ Dry Clean

Dry cleaning business receives a **30% increase in sales** after advertising with Money Mailer.

## Situation:

PSQ Dry Clean, a dry cleaning business out of Libertyville, Illinois, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

The local Money Mailer franchisee consulted with the owner to help analyze the business, identify what will attract customers, and understand her audience. On the front of the ad, the client advertised the competitive advantages of the business and on the back, multiple offers were featured to influence consumers to take action.

## Results:

The business received a 30% increase in sales and has continued to advertise with Money Mailer for 13 years. Even after comparing several different advertising options, the only one the owner was able to trust to bring results was Money Mailer.

Front of ad:



Back of ad:

