

# Case Study: Zanna Dunes

Women's clothing store reaches **new demographic, new customers and sees old customers return** after advertising.

## Situation:

Zanna Dunes, a women's clothing store out of Antioch, Illinois, wanted to drive customer traffic and brand awareness, so they looked to Money Mailer as a direct marketing solution.

## Strategy:

The client was skeptical at first because she had tried other advertising, but didn't see any proof of results, which made her excited to finally be able to track a positive ROI with Money Mailer. To create demand, she placed a "15% Off Entire Purchase" offer on the back of the ad.

## Results:

In the first couple of months that she had advertised with Money Mailer, the owner already received amazing feedback from customers. She was specifically surprised to see men coming in to redeem the coupons, since that was a demographic that she was typically unable to reach. On top of reaching a new demographic, Zanna Dunes also saw old customers return and new customers come in the redeem the coupons.

## Front of ad:



## Back of ad:

