



Register Tapes Unlimited
at IndoorMedia

Date: 03/18/2022

Grocery Store: HEB
Customer: Brian Olson
Business: Premier Cuts
Address: 109 E Hopkins, San Marcos, TX 78666 -
Phone: 512-268-5500
Number of Coupons Redeemed: Per Week: 170 Per Month: 680

Comments:

8,162 total in 2021, The year total was generated in 295 days of business, accounting for holidays and the “2021 Snowpocalypse” that had us closed for 10 days we would have been open. I have been advertising with RTUI/Indoor Media for more than 14 years straight, and just contracted my 15th year, on four HEBs – in Round Rock, Kyle, New Braunfels, and San Antonio, TX. With three additional stores already under contract in San Marcos and San Antonio, I am currently advertising my five salons on seven HEBs. The reason is simple – it works! And, no other local-store-marketing vehicle comes close... Rolling out a new P-O-S system across all my salons, I was able to more tightly track redemptions and associated revenues. And, with the help of my RTUI rep, Richard Sylvester, we just finalized my Premier Cuts Marketing Calendar, resulting in the following findings: 8,162 total redemptions 34.5% (2,815) NEW customers 65.5% (5,347) RETURNING customers \$97,020 revenue* 5.15: 1 return on investment (ROI)* \$9.95 Haircut ads delivered as high as a 9.6 : 1 ROI on 383 redemptions in one month** \$14.95 Haircut ads delivered as low as a 4.2 : 1 ROI on 124 redemptions in one month** *Figures are conservative, accounting for only 1 haircut per coupon, and zero product sales. Additional haircuts against the same coupon, and product sales would drive revenue & ROI higher. **Ads ran on the same store in the same market – Kyle, TX HEB.

Signature: Brian Olson

