



VPNH TESIMONTAIL CASE STUDY

CLIENT NAME: All Basic Stove Shop
CONTACT NAME: Christina Yakuboff
CITY TOWN: Merrimack, NH
PHONE #: 424-0420
FIRST MAILING: November 2011
QUANTITY MAILED: 20,000
VALPAK CONSULTANT: Sonia Staires
CONSULTANT'S EMAIL: sonia_staires@valpak.com
SUBMITTED ON: January 15, 2014

CLIENT'S DIRECT TESTIMONIAL STATEMENT

Christina Yakuboff, owner of All Basics Stove Shop main objectives in advertising is to raise her business profile and build awareness in her marketplace and to generate leads / New Customers. Christina uses Supermedia (Yellow Pages) & the Newspaper and other Direct Mail Firms but Strongly Agrees that VALPAK outperforms them all. Christina states "Best bank for your buck advertising. The coupons we received back are wonderful. I would recommend VALPAK because they are GREAT to work with and the results we have seen are ONDERFUL". Christina also takes full advantage of VALPAK's Award Winning Digital Program and is seeing fantastic results; "In One Month we have seen 11 Digital coupons redeemed. The coupons we now receive back with Valpak.com is equal to the mailers!". Christina would highly recommend VALPAK to any business owner; both the print and digital programs.

VALPAK AD SAMPLE

Add Beauty, Style, Convenience and Warmth to Your Room

Pellet Stoves starting at \$1,399



All Basics
STOVE SHOP

Family Owned & Operated Celebrating 28 Years In The Business

236 Daniel Webster Highway • Merrimack, NH 03054
(603) 424-0420

Hours: Tue, Wed, Thur 8am-5pm, Fri, Sat 8am-4pm Closed Sundays and Mondays

www.allbasicsstoves.com

Scan to learn more about free-standing Pellet Stoves



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\$100 Off
Any Pellet, Gas or Wood Stove Purchase
With Coupon Only
Not Valid With Other Offers
Expires 2/15/2014

\$10 Off
Any Service Or Cleaning
With Coupon Only
Not Valid With Other Offers
Expires 2/15/2014

Inspect, Clean And/Or Service Pellet Stoves, Wood Stoves, Gas Stoves, Fireplace & Furnace Flues
• Chimney Waterproofing • Light Masonry & Crown Repairs • Chimney Relinings
• All Size Chimney Caps & Multi Flue Caps • Sell & Deliver Pellet Fuel And Compressed Logs

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