

VALPAK SPOTLIGHT SHINES ON



MDL
BATH and KITCHEN
REFURBISHING

Don't Replace Your Old Bathtub, Sink Or Countertop.

REFINISH IT!



MDL
BATH and KITCHEN
REFURBISHING

603-319-1399

www.NHrefinisher.com

Marvin Lepine, Owner

Family Owned & Operated

13+ Years Experience

100% Customer Satisfaction



Please Call Us
For A

FREE Estimate!

Expires 5/15/15

FREE

**Slip-Resistant Surface
On Bathtub Refinish**

\$40 Value

With Valpak® Coupon Only.
Cannot Be Combined With Any Other
Offers. Expires 5/15/15

Learn More About Us!

Save Time & Money
Durable • Eco Friendly

We were hesitant to commit to Valpak and contemplated calling for information because Print advertising had not worked for us in the past. Being a Valpak consumer for years, we read a business testimonial from a happy Valpak customer included with the stack of coupons and decided to call and get more information. We couldn't be happier with our decision! Sonia Staires sat with us and went into great detail on how Valpak can help us promote our business and increase awareness of the benefits of refinishing without overwhelming us with pushy sales tactics which was a most pleasant and unexpected experience! We decided to sign a 6 month commitment and are excited to report an increase in calls directly related to Valpak. With an 80% conversion rate, we saw a positive ROI at month 4. Valpak has increased awareness of what we do and has motivated us to increase our coverage in NH & MA. Our 5-month Pak-Trak dashboard report shows that our activity to our landing page has increased with almost half of the hits coming in our most recent month. Call tracking has been very helpful in determining our response rate. We've been very happy!



Contact: Marvin Lepine, Owner

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Submitted: April 2015

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Frist Valpak Mailing: November 2014

Mailing Quantity: 60,000 Homes per month