

HOW TO USE THE WINDOW POSITION TO INCREASE OPEN RATES

Featuring food ads in the window will encourage more consumers to open the envelope. People eat multiple times a day but only replace an air conditioner once every ten years or so! Getting more consumers to open the envelope can lift up response for all the other businesses in the envelope as well.

► **Feature an enticing food image with the business logo**



► **Feature a valuable food offer that will appeal to consumers**



► **Tease a valuable offer with instructions to open the envelope**



NO FOOD AD?

USE SEASONALITY TO INCREASE CONSUMER APPEAL

Sometimes a zone does not have a food category ad that can be placed in the window position. You should not just put any ad in the window, especially if it is not formatted for the window position. This will confuse consumers when viewing the envelope and harm the Money Mailer brand image. Here are some ways to make non-food category ads more appealing to consumers.



All homeowners have climate control systems that could benefit from service before a season change. Think tune-ups before the start of heating and cooling seasons. *A coupon for new equipment would not be good for the window.*



Homeowners need to clean their homes but not everyone hires cleaning services. Featuring this category in the spring when many people start large cleaning processes and could use help is a smart way to make this category more appealing to consumers.



Almost all of our consumers will have at least one car and all cars require regular maintenance. Oil changes and tire rotations are not fun things but you can tie them to fun seasonal events like road trips or driving college kids back to school.



Haircare and beauty services are purchased regularly by consumers. Large families might patronize businesses in this category several times a month. Try to tie into seasonal events like back-to-school or prom to appeal to consumers with families.