

CASE STUDY

Innovative Spas

Industry: Healthcare

Vehicle: Gift With Purchase

Products: Magazine Subscription Card

Features: Custom Card

Innovative Spas packaged several of its most popular private-label products together with a magazine subscription card to encourage repeat customers to purchase new merchandise that complemented their existing beauty regime. The final three packages focused on cross-selling their luxury line of hair, skin, and body care products. The promotion was displayed prominently beside the registers and in the windows of their salons.

Magazine subscription cards are a perfect fit for reaching women. With more than 98 nationally recognized titles to choose from, magazine subscriptions are a high-value yet cost-effective component to your up-selling, customer acquisition, awareness and loyalty campaigns.

