



Register Tapes Unlimited
at IndoorMedia

Date: 06/08/2012

Grocery Store: Kroger
Customer: Elly Rumbach
Business: Tcby
Address: 2600 Lakewood Village Place, North Little Rock, AR 72116 - US
Phone:

Comments:

" I like the coupon return but I also like the upsell... " Now after three years of this activity, I am sure now more than ever before, that my investent in this receipt advertising is turning out to be one of the smartest things I have ever done. Oh, sure we knew during the first year we were getting coupons and doing well or I would not have continued until now but recently I enlisted a "helper" to fully analyze my coupon activity and we learned that the UPSELL potential of these transaction has reached a SELL potential of these transactions has reached a new level for us and without revealing more than necessary, I will just tell you that FOR SURE our coupon campaign has not only accelerated my business but most certainly has been a real boost for us in every way an ad can! I like being able to change my ad every quarter, even if only minor or cosmetic changes are made and the planning there has been key. I give a lot of credit to my rep., who has been an "AD-VISOR" throughout this business building venture and it is nowhere near over, you see, I just put my money where my mouth is... I just signed a new three year contract and expanded to a second Kroger store!

Signature: Elly Rumbach

TCBY® THE SMART CHOICE THAT'S BETTER FOR YOU.

Expires 09-15-12.

ANY CUP OR CONE...BUY 1 GET 1

FREE

WITH THIS AD. FREE ITEM LEAST EXPENSIVE.

OR... you may use this coupon to get...

20% Off

Your total purchases (w/ad).

©2012 TCBY Systems, LLC. Limit one discount per customer per visit. Present before ordering. No other discounts apply. Void where prohibited. KRO639MJ 72116.

tcby. the country's best yogurt™

2600 Lakewood Village Place
Open every day except Thanksgiving and Christmas.

We will gladly accept any
COMPETITOR'S COUPONS!