



*Advertising that
Connects You
with Your Community!*

Grocery Store: Inserra Shoprite

Date:
01/24/2024

Customer: Patrick Gonzales

Business: **The Wash Club**

Address: 506 NJ-17 Ramsey, Ramsey, NJ 07446

Phone: 201-614-9274

Comments:

I have been on the RTUI program at the local ShopRite for 1 year and just renewed. Being an open-minded business owner, I tried many forms of advertising to see where our dollars were best invested with print, social media, Facebook, Google, etc. Though we had some success with social media NOTHING has come close to the daily, consistent results we enjoy from the coupons distributed at our local supermarket. We average 40 coupon redemptions per week at an average of \$18.07 per coupon. This equates to \$722.80 in extra revenue per week and \$37,586 in our first year. The best part is this does not even include the hundreds that have become monthly Wash club members. These were all new customers who tried us because of the coupon and are now regular customers. Like Paul says, "We'll get them through your door. It's your job to keep them coming back." This program has paid for itself many, many times over.



Signature:

Patrick Gonzales

