

## What Satisfied SuddenValues Customers Have to Say About Our Service

“We have a unique product, first of its type in our town, and SuddenValues really helped us educate the community what Dippin Dots are.”

-Ron & Terry Eaton, Owner/Operator, Dippin Dots  
La Verne, CA



Type of Business: Ice Cream  
In Business For: Less than 1 year

## CUSTOMER PROFILE: DIPPIN DOTS

### Challenge

Dippin Dots is part of a growing segment of businesses that have chosen to use SuddenValues since day one. Terry and her husband Ron Co-Owners of the La Verne Dippin Dots, have seen a sizable return on investment and have become advocates for the program and its effectiveness.

### Solution

Part of what has made SuddenValues so successful for Dippin Dots are the aggressive coupons that Terry and Ron have run. They're not afraid to give something away for free if it gets people to try them because they are confident in their product.

### Results

The response from the community has been huge, with coupons coming in daily, and new people trying Dippin Dots because they found it online at the SuddenValues website.

### The Experience

“When we first started advertising with SuddenValues we did a free cup of ice cream and actually had to change it to a lesser value coupon because we got too busy. Never before had I heard of advertising that allowed the advertiser to have so much control. On top of being effective, SuddenValues has made my husband and I smile. Just the other day we had a child come in with a photocopied SuddenValues coupon and ask if it was okay if he use it. Probably the best part about SuddenValues is just that, it helps you reach new customers and build your business.”

-Terry Eaton, Dippin Dots

### Industry Insight

- ROI for every \$1 spent on email marketing averages \$45.
- Coupon usage is up 70% over the last 6 months due to the economy.

## TARGET MARKETING...REAL RESULTS!