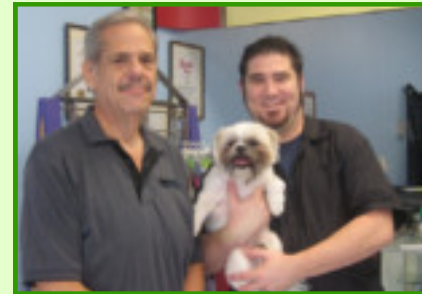


## What Satisfied SuddenValues Customers Have to Say About Our Service

*“This is the only advertising that is working for us. People tell us all the time that they saw us on that website, SuddenValues.com.”*

-Mark Levy, Owner/Operator, PALACE PET SALON  
La Verne, CA



Type of Business: Pet Groomer  
Years of Experience: 20

## CUSTOMER PROFILE: PALACE PET SALON

### Challenge

When Mark bought the business he knew he would have a lot of hard work ahead of him. The previous owner did not see the importance of taking care of customers and did not do any promotions. With the lack of customer promotions, new customers were few and far between, and existing customers were not returning. After Mark opened his doors, he knew he needed to figure out a way to connect with his customers through advertising.

### Solution

To create and maintain a family atmosphere, assuring each client that their pets were in good hands. We then rewarded the clients, showing them they were important to us by offering *\$5 Off Any Grooming/Purchase of \$25 Or More.*

### Results

Customers were very appreciative for the savings, enjoyed getting email updates finding them informational and foot-traffic to the store increased.

### The Experience

“When SuddenValues was first introduced to me I wasn’t sure about handing over my customer’s contacts to be entered into a database. My SuddenValues Dealer, Sherri then assured me that I didn’t have to. She then took the time to sit down and train me how to insert my customer contacts. It was easy to do, and it’s been such a great tool to get connected and stay connected with my customers. I keep my database current, and she takes care of all of the marketing and emailing to my customers. It’s taken a lot of pressure off of me and is actually my most successful form of advertising I am doing.”

-Mark Levy, PALACE PET SALON

### 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!**