

**Do you know the**

**VALUE**

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**of a Client?**

<b>Business Category</b>	<b>Offer</b>	<b>Avg # of Visits/Year</b>	<b>Avg # of Visits/Month</b>	<b>Avg. Sales Amount/Visit</b>	<b>Annual Value of Customer</b>	<b>2-Year Value of Customer</b>
Grocery Store	\$10 Off	52	4.3	\$72.65	\$3778.80	\$7555.60
Pizza Stores	Free Med. Pizza	24	2.0	\$8.50	\$204.00	\$408.00
Oil/Lube Center	\$10 Off	4	0.3	\$25.00	\$100.00	\$200.00
Auto Repair	Free Oil Change	2	0.2	\$218.00	\$436.00	\$872.00
Tire Stores	Free Tire Rotation	1	0.1	\$300.00	\$300.00	\$600.00
Dentists	Free Cleaning	2	0.2	\$89.00	\$178.00	\$356.00
Hair Salons	Free Haircut	10	0.8	\$39.40	\$394.00	\$788.00
Dry Cleaners	\$10 Off	24	2.0	\$20.00	\$480.00	\$960.00
Day Care Centers	2 Weeks Free	32	2.7	\$70.00	\$2240.00	\$4480.00
Fitness/Exercise	30 Days Free	1	0.4	\$542.00	\$542.00	\$1084.00
Florists	Free Houseplant	6	0.5	\$22.50	\$135.00	\$270.00
Hardware Stores	\$10 Off	5	0.4	\$25.00	\$125.00	\$250.00
Pet Stores	\$10 Off	24	2.0	\$12.50	\$300.00	\$600.00
Video Stores	\$5 Free Rentals	48	4.0	\$3.00	\$144.00	\$288.00

*Sources: Progressive Grocer, Pizza Today, J.D.Power, Natl. Tire Dealers Assoc., American Dental Assoc., Modern Salon, Natl. Child Care Assoc., Natl. Auto Dealers Assoc., International Fabricare Inst., International Sports Assoc., Gallop Poll/AFMC, Hardware Age, Iams Research Report, Natl. Demo & Lifestyles*

