



custom printed  
notes



# Large Online Retailer

Driving Online Sales with Post-it® Custom Printed Notes.

## Challenge

A large online retailer needed a creative way to increase sales and drive repeat business while keeping their brand top-of-mind with customers.

## Solution

Through a distributor, they partnered with us to create custom 3x3 Post-it® Custom Printed Notes featuring their branding. The top sheet included a removable coupon, encouraging customers to return to their online store for their next purchase.

## Results

Customers responded positively to the repositionable coupon, moving it from their fridge to their desk or laptop keeping the brand visible longer. Once the coupon was used, the remaining Post-it® Notes continued to serve as a functional and branded reminder, reinforcing brand loyalty. By leveraging the power of Post-it® Custom Printed Notes this retailer successfully boosted traffic to their online store while providing extra value to their customers.



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**3 x 3 Custom  
Printed Notes**

