

Increase Your Obituary Close Rates

"Thank you so much for the memorial plaque of my dear husband, Mickey. I already have it hanging on my wall. It arrived on our anniversary. If he was still alive, it would have been 68 years!

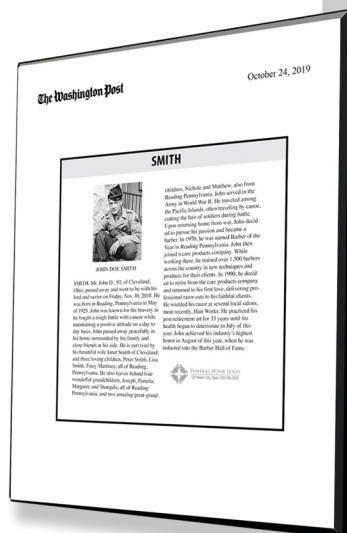
P.S. We have been a subscriber for over 25 years with *The Washington Post*."

~ Lois, Obituary Plaque Recipient



The Situation: A local publication has experienced a significant reduction in celebration and obituary notice submissions. So they need to increase their close rates for interested customers.

The Solution: They found that offering a keepsake plaque with each of their notices; they were able to add value, increase their brand exposure and build goodwill within their local community.



“Customers LOVE the keepsakes because they are **personal and permanent**. That is why it is a part of our process at *The Washington Post*. We earn additional revenue over our cost, but the added value benefits the family. We give them something back and that has made the program very successful.

~ Bryan P., *The Washington Post*

The Result: A close rate increase of 30% for obituary and celebration notices.

# of Notices	% Profit Desired	Cost of Plaque	Increase Cost	Net Profit
200	125%	\$17.50	\$39.38	\$4,372

Goodwill is not tangible. However, our customers found that offering PopMount keepsake plaques with each celebration and obituary notice has resulted in a 30% increase in their close rates.

To learn how you can include keepsake plaque with every one of your obituary and celebration notice your publication receives, contact us at 804-232-4999 or visit PopMount.com.