



CASE STUDY: IHOP Continues to Tempt Customers' Cravings with Mobile Coupons

THE CHALLENGE

The owner of two IHOP franchise locations in New Jersey was searching for new ways to stimulate sales at both locations. Money Mailer of Greater Morris County had previously executed several successful shared mail campaigns for them for over a year and suggested integrating a mobile marketing into the restaurants' marketing strategy.



THE BOTTOM LINE

IHOP set out to increase sales through a compelling, convenient and low cost marketing solution. Mobile marketing met all three requirements and provided for an easy-to-track way to generate incremental revenue. Plus, mobile marketing served as a useful tool for building IHOP's customer database. Through shared mail, IHOP advertised regularly to 50,000 area residents. The mobile integration added 20 percent greater circulation for a minimal increase in investment.

IHOP's mobile campaign has resulted in over 445 opt-ins since its launch, for an average of over 100 per month

OUR APPROACH

Money Mailer worked closely with IHOP's management to create in-store marketing collateral supporting mobile and to train employees on how to discuss the promotional opportunities with customers. Through Money Mailer's guidance, IHOP launched the campaign by welcoming opt-ins with a free-pancakes offer, which worked so well that IHOP continues to use the offer. Customers who opted-in received new offers every other week, including free soup or salad with purchase of an entrée, and a free sundae with the purchase of a dinner entrée.

New messages remind customers to visit IHOP on Fridays for Clown Nite and Character's Nite. Money Mailer helps IHOP monitor consumers' response to the offers, providing guidance on the type and timing of new offers.

OUR SOLUTION

In addition to the shared mail offer, Money Mailer reinforces the campaign with in-store collateral pieces, including window clings and table tents to drive customer opt-ins. In addition, the mobile campaign opened the door to an employee contest where servers are awarded for generating the most opt-ins over a given period. Plus, the mobile opt-in offer and code is being painted onto store windows.

Staff morale is higher and customers are becoming more inclined to visit the stores more frequently because of the flexibility mobile coupons offers complementing shared mail.

THE REAL BOTTOM LINE

IHOP's mobile campaign has resulted in 445 opt-ins since its launch. Nearly 10 percent of those receiving the mobile coupons have redeemed them. Money Mailer's shared mail pieces are being redeemed frequently as well, at the rate of 250-300 per month at one location and 160-250 per month at the other.

"In my client's eyes we have gone from a direct mailer to a direct marketer. Working together, we are opening up new marketing channels. My client is more willing than ever before to try new things."

Susan Mann, Owner
Money Mailer of Greater Morris County

