



CASE STUDY: Pat's Pizza Slices Off Bigger Piece of Market Share Pie with Mobile Marketing

THE CHALLENGE

Pat's Pizza Family Restaurant in Dover, Delaware, a new addition to the brand's collection of more than 50 company units throughout the Mid-Atlantic region, wanted to use Money Mailer's mobile marketing solution to increase its customer traffic each week during normal slow periods and on holidays.



As a shared mail client of Money Mailer that has experienced the benefit of working with one of the direct marketing industry's most reputable businesses, Pat's was open to adding the mobile component to its limited marketing mix. Aside from Money Mailer, their only promotional outreach is through menus the location sends out on its own.

By mid-2009, Pat's conducted five mailings with Money Mailer and has been integrating their efforts with up to three mobile offers sent out each month of the year.

THE BOTTOM LINE

Pat's is an upscale, quick casual eatery offering carefully selected menu items made from fresh ingredients. Along with the food, the location's modern restaurant design distinguishes it from the competition. The company maintains its competitive advantage as a leader in quality, not price. Thus, they do not present customers with substantial discounts on their menu items. However, they are willing to make offers for slow periods and holidays, and Money Mailer is used to address those times.

Through five mailings, nearly 300 opt-ins have been collected and added to the restaurant's database.

OUR APPROACH

Money Mailer of Central Delaware had a clear understanding of Pat's market positioning and worked with the store's leadership to design a mobile marketing program that would not diminish the value of the brand. One of the important suggestions Money Mailer made was to limit the number of mobile messages sent to customers who opted into the program. In addition, to demonstrate the value of the restaurant's products, Money Mailer recommended a buy-one-get-one versus a free initial offer when consumers first opt-in.

OUR SOLUTION

After a brief test, Pat's stopped using in-store marketing materials advertising the mobile opt-in offer, feeling as though the response was too overwhelming for their employees to handle. Ever since, the restaurant has solely communicated the program through its shared mail piece.

The most successful mobile offer the restaurant made was a Mother's Day promotion. Not traditionally a pizza and sandwich holiday, the restaurant was able to boost sales with a large pizza and 12 wings promotion communicated through a mobile push to its database. Nearly 20 customers used the mobile offer.

On Mother's Day, more than 6% of those who received the text offer purchased the special offer.

THE REAL BOTTOM LINE

In addition to the shared mail piece, Pat's now sends offers three times a month to nearly 300 customers using Money Mailer's mobile marketing solution. As a result, the new restaurant has had an easier time establishing itself in the community as a quality leader, featuring a one-of-a-kind family-pizza restaurant experience.

"Money Mailer's mobile solution is a very 'sticky' product. Once a customer tries it, it is hard for them to leave it. It sticks with them because it's affordable and the return on investment is consistently positive."

Greg Makowsky, Owner
Money Mailer of Central Delaware

