



CASE STUDY: Pizza Chain Rolls in the Dough with New Customers

THE CHALLENGE

This franchised pizza restaurant chain tasked Money Mailer with two primary goals to help them grow their business with an integrated direct marketing approach:

1. Grow revenue in a down economy
2. Differentiate the restaurant from the local competition.

THE BOTTOM LINE

The pizza chain's primary focus was to drive traffic Tuesdays through Thursdays; non-peak days of business for them.

OUR APPROACH

Money Mailer designed an integrated marketing solution using shared mail, mobile and in-store point of purchase (POP) materials.

The goal of the mobile program was to drive consumers to opt-in to offers from the shared mail ad and store in-store promotion materials.

With the strategy in place, training their wait staff to promote the mobile program was a vital component to the execution.

It's all about integration – Money Mailer Shared Mail & Mobile:

- 14.25% return with SMS Tues. / Wed. promotion
- 9.25% return for Sun. - Thurs. traffic



OUR SOLUTION

The shared mail campaign was sent to consumers that complemented the pizza chain's customer demographic within a 3 mile radius of each restaurant. The call-to-action for the consumer was to text in to receive more offers via their mobile phones.

To complement the shared mail campaign and drive response, in-Store POP coupled with staff training was used to drive additional opt-ins.

The mobile program commenced to drive specific consumer behavior to increase the frequency of the number of times consumers frequented the restaurants.

THE REAL BOTTOM LINE

Money Mailer's integrated program achieved a 14.25% return on investment of the SMS campaign for Tuesday / Wednesday promotion.

We achieved a 9.25% return on a free dessert promotion to drive Sunday through Thursday customer traffic.

Money Mailer's integrated approach to direct marketing ultimately stood apart from the competition with our strategy and full-service approach coupled with results.