



CASE STUDY: Local Pizza Restaurant's Mobile Marketing Calls Answered by Young and Old Alike

THE CHALLENGE

Scott Fender, owner of Rosati's Pizza in Overland Park, Kansas, has been sending consumers in the area his menu and offers for over 5 years via the Money Mailer shared mail envelope. However, as competition grew fiercer among pizza restaurants in his market, he needed a new marketing channel to grow his business.

OUR SOLUTION

Money Mailer suggested an "aggressive" offer for the mobile-campaign portion of the shared-mail piece, and Rosati's Pizza agreed so they could communicate directly with this captive group of customers. The offer was a free, one-topping medium pizza for consumers who opted-in to the mobile campaign. The "side offers" appealed to incent consumers to come back to the restaurant or try it for the first time. Money Mailer sent the shared-mail envelope to 20,000 homes.



Shared Mail Ad with Mobile Phone Offer

After the first mailing, 200 consumers opted-in to receive regular text-message offers. After the second mailing, more than 200 additional recipients opted-in, bringing the total to over 400 for both mailings.

THE BOTTOM LINE

To increase customer traffic and sales, Rosati's Pizza integrated its shared mail campaign with mobile marketing. Text messages have been pushed every week since launching mobile in late-May 2009.

THE REAL BOTTOM LINE

After the first mailing, 200 consumers opted-in to receive regular text-message offers. After the second mailing, more than 200 additional recipients opted in, bringing the total to over 400 for both mailings. Push messages are currently sent weekly to advertise the weekly special at Rosati's. Both younger and older consumers opted-in to the mobile campaign, and the results were so good that a third mailing went out in late August 2009.

OUR APPROACH

Money Mailer employed an integrated campaign that included shared mail with a mobile coupon offer and three "side offers," plus in-store signage promoting the mobile campaign. The invitation to opt-in to the mobile offer dominated the colorful shared-mail piece. Additionally, staff and management were trained on how to explain the mobile program to customers.

"We've seen that a lot of opt-ins are teenage kids. But older customers have also taken advantage of the mobile coupon offer. We know that this is working."

Jim Secret, Owner
Money Mailer of Kansas City, KS

Money Mailer suggested an "aggressive" mobile offer to get opt-ins so Rosati's could communicate directly with these customers.

[Click here](#) or go to youtube.com/moneymailerllc to see an ABC news story featuring Rosati's Pizza and their Money Mailer mobile coupon campaign.

