



15% redemption rate for mobile SMS messaging with the integrated campaign.

Money Mailer Direct Marketing Case Study

Deli-Sandwich Chain Takes a Bite in to New Profits



THE CHALLENGE

This franchised quick-service restaurant chain specializing in sub-sandwiches, tasked Money Mailer with three primary goals:

- Gain awareness and trial of new sandwiches
- Increase visit frequency with current customers
- Increase average guest check size

OUR APPROACH

The integrated direct marketing campaign included shared mail, one-to-one, mobile and in-store point-of-purchase (POP) displays. Our approach clearly outperformed the mobile with in-store POP-only campaign.

THE BOTTOM LINE

- We designed a 2-way test: One group tested integrated shared mail, one-to-one, mobile, and in-store POP. The other set of locations tested purely mobile with in-store POP.
- We designed a program with multiple sets of offers that enabled tracking of results for integrated, direct mail only and mobile only opt-in promotions.
- We collaborated with the point-of-sale (POS) system, personnel and individual store managers and trained them on how the promotion worked in conjunction with the in-store materials.

OUR SOLUTION

Analytics/Analysis –

Information was gathered from various offers from the POS and mobile opt-in.

Redemptions were matched to locations to determine the best mix for driving results for future promotions.

Integrated Marketing Campaign –

Shared mail was married with one-to-one demographically mailed pieces to create targeted coverage around the mailed locations. Mobile SMS and opt-in's were promoted both in stores where mail was targeted and for those locations with mobile/in-store marketing.

53% of total redemptions came from the mail – twice as many as any other method

THE REAL BOTTOM LINE

- Offers made through shared mail and one-to-one alone drove 53% of total redemptions – twice as many as any other method.
- Offers made through integrated mail/mobile opt-in and in-store offers were 34% of total redemptions - 2.5 times more than mobile/in-store only marketing.
- Mobile SMS messaging showed a 15% redemption rate with the integrated program.

34% of total redemptions came from the integrated approach using direct mail, mobile and in-store POP.

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