

The Secret Recipe

TO ENGAGING PIZZA CONSUMERS & INCREASING ROI

In an uncertain marketplace with shifting consumer behaviors and new restrictions due to the Delta variant that vary from city to city and state to state, staying engaged with your audience can be a pizza marketer's biggest challenge. Keep your brand in front of consumers consistently with a marketing strategy built to drive customer acquisition and retain existing customers.



LET'S LOOK AT THE *Secret Recipe* TO EFFECTIVELY ENGAGE CONSUMERS AND DRIVE SALES.

INGREDIENT 1: *Print – the “Crust”*



THAT ANCHORS YOUR MARKETING PIE

Much like the crust is the foundation that holds the rest of the pizza ingredients, direct mail is the cornerstone of a multi-channel campaign. **65%** of pizza lovers responded to an ad received in the mailbox in the last 12 months.



of consumers are prompted by direct mail



of millennials are prompted by direct mail



of millennials responded to an ad or offer in the mailbox in the last 12 months



Mspark's shared mail package typically averages over 80% readership, helping give your pizza business maximum exposure

★ On average, **consumers keep direct mail ads of interest for 14.5 days**, increasing the likelihood of response even after their initial interaction with your direct mail advertisement.

INGREDIENT 2: *Creating the “Special Sauce”*



FOR PIZZA MARKETING SUCCESS

A multi-channel marketing approach that integrates print and digital tactics is the “special sauce” for success in your pizza marketing strategy.

Promote awareness of your pizza restaurant and highlight your menu offerings while engaging your best potential customers with a multi-channel marketing approach.

30%
When print is paired with digital media, advertisers see as much as a **30%** increase in response.

56%
Along with the 65% of pizza lovers who have responded to an ad or coupon in the mailbox in the past 12 months, **56%** have responded to a digital ad.

67%
67% of Millennials frequently and occasionally use marketing mail as a prompt to go online.

69%
Print and digital media drive **69%** of purchase influence.

When direct mail marketing is paired with digital ads, this powerful combination can help you lift response rates up to

118%

and conversion rates up to **28%**



Consumers say that when they see an ad both in print and digital media, they are more likely to remember the message (**52%**) and notice the ad (**52%**).

52%

60%
60% of consumers are more likely to make a purchase after seeing an ad offline and online.

INGREDIENT 3: *Top It Off: Engage Consumers & Build Loyalty*



A MARKETING PLAN THAT ENGAGES VALUE-ORIENTED CONSUMERS AND BUILDS A STRONG LOYALTY PROGRAM IS THE PERFECT WAY TO TOP OFF YOUR MARKETING PIZZA PIE TO DRIVE REPEAT BUSINESS FOR YOUR BRAND.

Americans have reevaluated their budgeting and spending due to the instability of the pandemic. In fact, **45% of consumers are using coupons, discounts, or offers at least half the time when ordering from restaurants.**

How can your pizza brand engage and attract these value-seeking customers?

- Highlight any key differentiators that make your menu offerings a preferred choice.
- Shift your message to focus on value. Incorporate messaging such as “best value,” “everyday value” or “value menu.”
- Consider utilizing coupons or limited-time offers to drive traffic online, in app or in-store.
- Targeting the best markets around your location and utilizing the power of frequency is a proven strategy to gain market share and blunt competitors.
- Keep your brand top-of-mind by placing it in your customer or prospect’s mailbox to reinforce your brand and blunt competitors.
- Digital ads targeted to the same households on their smartphones and other electronic devices through our integrated Boost solution extend reach and response of your advertising campaigns.

A strong loyalty program can effectively engage consumers, driving repeat orders or visits to your pizza restaurant. Keep diners engaged with special offers targeted to them based on their purchase history with your restaurant.

75%
of U.S. consumers have tried different stores, websites or brands during COVID-19; **60%** of these expect to continue to integrate these new brands after COVID-19.

12%
The share of consumers using restaurant loyalty programs increased **12%** between January and April 2020.

60%
Nearly **60%** of consumers who already use at least one loyalty program said they would spend more on food orders from other restaurants if they, too, had a loyalty program in place.

Success Story

REGIONAL PIZZA CHAIN

OBJECTIVE:
A regional pizza chain in the Pacific Northwest was looking to test direct mail with digital in a campaign spanning 4 months. The end goal was to drive traffic to their locations.

MEDIA USED:
Direct Mail + Addressable Geo-Fencing (AGF) Digital + Display Ads

OUR APPROACH:

- First, we identified the client’s key geography to build out both the direct mail and digital geo-fencing. For digital, we targeted the full direct mail list with about a 99% match rate.
- The direct mail pieces dropped at the end of the months. We integrated and deployed 18 digital impressions over the course of 10 days targeting the same households, starting 1-2 days before the direct mail piece hit the mailbox.
- We tracked the success of the campaign by monitoring website traffic, online ordering, as well as foot traffic attribution to the stores.

RESULTS:
12.6M IMPRESSIONS

.21% CTR Which is 2x greater than industry average

DROVE 26K WEBSITE VISITS

15K FOOT-TRAFFIC CONVERSIONS

NATIONAL PIZZA CHAIN

OBJECTIVE:
A national pizza chain franchisee was seeking cost-effective ways to find out more about his customers and how to best market to them. The franchisee turned to Mspark for solutions to increase sales and traffic and to promote their business to existing and potential new customers.

MEDIA USED:
Database Analysis + Targeted Shared Mail Postcard

OUR APPROACH:

- Perform penetration analysis utilizing client-provided customer data
- Analyze the trade area where majority of customers were located
- Identified key areas of opportunity using predictive data geared towards this pizza restaurant

RESULTS:
23% ROI Achieved with first mailing

26% ROI Achieved with second mailing

- Score trade area geography to determine the best households
- Create an actionable mailing solution to reach new and existing customers

NATIONAL PIZZA BRAND

OBJECTIVE:
Enhance current print program with Impact Image Postcard to increase sales and traffic.

MEDIA USED:
Variable Targeted Shared Mail Postcard

OUR APPROACH:

- Target full ZIP codes within delivery area around each location over a 4-week promotion period
- Segment current/loyal customers based on online/ordering frequency
- Segment potential/new customers into 5 groups

KEY TAKEAWAYS:

- Proof that the Variable Targeted Shared Mail Postcard exceeds in New Customer Acquisition
- Rewarding customer loyalty creates brand awareness while increasing sales

RESULTS:
Compared to previous month:

2,713 Additional Orders **\$29,497** Sales Increase

Compared to the same month promo period the previous year:

9,747 Additional Orders **\$54,128** Sales Increase

22% of responses came from potential/new customer segments
HIGHEST RESPONSE RATES CAME FROM MOVERS AND FAMILIES WITH KIDS SEGMENTS.

Sources: Simplifi; Millward Brown Print Campaign Analysis; AdMall AudienceSCAN 2021; USPS Mail Moments: 2019 Review; Valassis.com; Valassis Purse String Survey; McKinsey & Co.; Paytronix; PYMTS

ABOUT MSPARK

Since 1988, Mspark’s comprehensive data-driven insights on consumer behavior have helped our clients access and activate the target audiences they want to reach. We take pride in being a trusted advertising partner to more than 3,000 clients, driving cost-effective, measurable results through national reach (116+ million households), precision targeting, and integrated campaigns.

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