

NATIONAL CASUAL DINING CHAIN CASE STUDY

INCREASE TRAFFIC

► *Objective:*

A national casual dining restaurant chain looked to shared mail to increase foot traffic.

► *Media Used:*

Impact Message Postcard

MSPARK APPROACH:

- Analyze customer data to identify key ZIP Codes with historically high redemption, within a 20-minute drive time, casual dining propensities and number of competitors
- Utilize Impact Message Postcard
- Track redemptions at the household level with variable coupon codes

OFFERS:

- BOGO 50% Off
- \$5 Off \$15
- \$8 Off Two Adult Entrees

RESULTS:

- After one in-home date, 63,120 of the households mailed redeemed coupons (2.13% of the households mailed)
- Total Revenue Generated = \$2,134,692
- **Every \$1 spent on shared mail resulted in \$7.26 in sales**