

TONY NELSON'S CASE STUDY

USE THE MAILBOX TO GROW YOUR BUSINESS

► *Objective:*

Well versed in using different types of media, a local Philly Cheesesteak restaurant, turned to shared mail to see results.

► *Media Used:*

Inside Wrap



MSPARK APPROACH:

- Mail a wrap zone to 27,000+ households surrounding the location
- Utilize strong offers and consistent monthly frequency to increase redemption

OFFERS:

- Buy 1 sandwich, get another sandwich 50% off **{Most redeemed offer}**
- Free Tony Nelson's Signature Lemonade with purchase
- \$1 OFF/ \$2 OFF any 7"/12" sandwich

RESULTS:

- Total from 4x mailings:
 - **359 coupons redeemed**
 - Total Revenue Generated: **\$4,647**
 - Return on Investment: **\$2,088**