

# 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:

<b>BOGO 50% OFF</b>
<b>\$5 OFF \$15</b>
<b>\$8 OFF Two Adult Entrees</b>

## 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**

\*Based on average ticket of \$35



# NATIONAL STEAKHOUSE CHAIN CASE STUDY

FREQUENT MAILINGS +  
DESIRABLE OFFERS =  
SALES

## ► *Objective:*

Increase Traffic & Sales

## ► *Media Used:*

Slim Jim Insert

## ► *Results:*

- 325+ coupons redeemed
- Recommended Mspark to additional locations

## **MSPARK APPROACH:**

- Target key ZIP Codes surrounding the client's location
- Utilize strong coupon offers

## **OFFERS:**

- \$5 OFF purchases of \$30 or more
- Free appetizer with purchase of two entrees
- Early dine specials

## **RESULTS:**

- 325+ coupons redeemed from two mailings
- Recognizing the ROI generated from shared mail, the client recommended Mspark's mailing solutions for additional locations

# CASUAL DINING CASE STUDY

## *Challenge:*

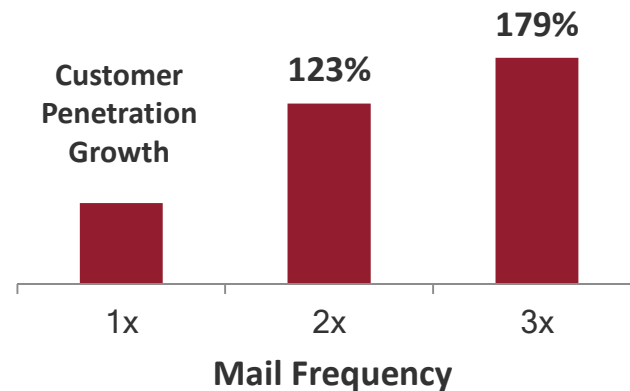
A national chain wanted to maintain and gain back market share in tough economy.

## **MSPARK APPROACH:**

- Utilize barcoded Impact Postcard around locations
- Collect data from POS System
- Analyze who their customers are, where they're coming from and what offers they responded to

## **RESULTS:**

- With each additional mailing, the client experienced:
  - Increase Response
  - Higher Average Tickets
  - More New Customers



## **KEY TAKEAWAY:**

The use of the Impact Card is a proven method to grow your store's customer base.