PIZZA HUT
CASE STUDY

DATABASE MARKETING DELIVERS RESULTS

▶ *Objective:*

A Pizza Hut franchise was seeking cost-effective ways to find out more about his customers and how to best market to them. The franchise turned to Mspark for solutions to increase sales and traffic and to promote their business to existing and potential new customers.

▶ *Product:*

- Penetration Analysis
- Impact Postcard

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

RESULTS:

- 23% ROI achieved with first mailing
- 26% ROI achieved with second mailing

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