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## Restaurant Increases Redemption Rates with 2-Card Template 2011 Direct Mail Marketing Campaign

### Challenge:

A national, casual dining restaurant chain, with 30 locations throughout six different states was looking for a new way to increase sales. For their first campaign, they used Triadex Card Makers' standard 1 detachable card template. They offered \$10 off a \$25 purchase. The restaurant received such great results that they decided to test our new plastic card mailer template with 2 detachable gift cards for their next campaign.

### Solution:

For their first campaign with the 2-card detachable template, the restaurant offered a Free Buy-One-Get-One-Free Salad on 1 card and \$10 Card off \$25 purchase on the other card.

### Results:

The restaurant's redemption rates increased with the 2-card template. Today, the restaurant is in the middle of their 8<sup>th</sup> campaign within 1 year with Triadex Card Makers using the 2 detachable card template each time.

Below are some of the other offers they used on the 2 card template:

- Free entrée (with purchase of another entrée equal price or less and two beverages) on 1 card and free pizza on the other card (delivery only with minimum purchase of \$20 required)
- \$5 card off \$15 on 1 card (delivery only) and \$10 off \$35 on the other card (dine-in only, not valid with any other offers)
- Free kid's meal on 1 card and free entrée BOGO on the other card

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