



[www.TriadexCardMailables.com](http://www.TriadexCardMailables.com)

1-877-TRIADEX (874-2339)

Contact Us for a FREE Quote Now!

## Franchises Save 20% by Grouping Card Mailer Orders

### 2011 Direct Mail Marketing Campaign

#### Challenge:

Triadex Card Mailables contacted a national casual dining restaurant chain with around 150 locations. After sharing our average redemption rates, the restaurant wanted to see how well Triadex Card Mailables would perform for them.

#### Solution:

For campaign 1, the national restaurant setup a 2 store pilot campaign with our 1-detachable card template. They offered \$5 off a \$25 purchase.

Within 9 months, corporate sent out a newsletter where they encouraged their franchisees to also participate. During their second campaign, thirteen different franchise locations participated in this program. All locations offered \$10 off a \$30 purchase. All stores were able to get lower pricing because Triadex Card Mailables grouped their orders together.

#### Results:

- The first campaign ended with a redemption rate of 9%
- The restaurant chain reported a 125% ROI from the 2<sup>nd</sup> campaign
- The average redemption rate for the second campaign was 10.5% and the highest per store was 21%

Contact Us for a FREE Quote Now!