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Restaurant Targets New Movers: Redemption Rates Jump to 9%

2011 Direct Mail Marketing Campaign

Challenge:

A restaurant wanted to target people who had recently moved near their locations.

Solution:

The restaurant launched a direct mail campaign with Triadex Card Mailers. They offered a \$7.50 gift card (with \$20 minimum purchase required) to all people who had recently moved within five miles of their stores. The artwork on the card said: "Welcome to the Neighborhood, Here's Our Gift To You! See You Soon!"

Results:

The restaurant averaged a 9% redemption rate and is going on their 10th straight campaign with Triadex Card Mailers.

Value of targeting the "New Movers" mailing list:

- High probability of strictly NEW customers
- Attract families new to the area in hopes they will become loyal, long-term customers
- Introduce your restaurant with a free gift card

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