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Triadex Card Mailers vs. Paper Postcards 2011 Direct Mail Marketing Campaign

Challenge:

A casual dining restaurant was looking for a new way to increase sales.

Solution:

The restaurant sent 25,000 Triadex Card Mailers throughout 5 of their stores (5k per unit). They also gave customers a \$5 “bounce-back” coupon to return within in the next 30 days.

After the Triadex Card mailer campaign, the restaurant chain mailed a paper postcard campaign with the same artwork and offer as the plastic card mailer. The Triadex Card Mailer promotion had a much higher redemption rate than the paper postcard. It also had a much lower customer acquisition cost and higher ROI.

Results from the Triadex Piece:

- 19.6% redemption rate
- 23% of Triadex customers ordered appetizers vs. the usual 7-9%
- 29% of Triadex customers ordered a dessert vs. the usual 8% they see from regular customers
- On average, Triadex customers spent 20% more than their regular customers
- This restaurant chain now calls Triadex to support their grand openings, slumping stores, and bi-quarterly direct mail campaigns

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