

## Restaurants & Retailers Use Unique Card Mailers to Jumpstart Sales

*Triadex Card Mailers launched a new website that will allow restaurants and retailers to learn more about their innovative and highly effective card mailers. A Triadex [Card Mailer](#) is a postcard-sized plastic card mailer with a detachable card that has stored value. Triadex Card Mailers' clients, most notably restaurants and retailers, use these card mailers to send targeted incentives to potential customers who live within so many miles of their store locations. The cards have a redeemable value when used by a particular date. The card mailers can be used for incentive or gift cards, loyalty/VIP cards, membership cards, discount cards, frequent shopper cards, reward cards, and many more applications that increase store traffic and jumpstart sales.*

(Vocus) May 8, 2009 -- The website highlights the high redemption rates the [direct mail card mailers](#) have seen in recent campaigns. The new website also features a video comprised of updated card mailer facts, an entire gallery of card mailer samples, and information on how to become a card mailer reseller.

One of the main points on the website is how a Triadex Card Mailer will significantly increase sales for Triadex Card Mailers' clients. Triadex Card Mailers uses an example where a client saw redemption rates 14 times higher with a card mailer campaign versus a standard campaign using an oversized postcard.

High redemption rates are a major driver of the increased sales seen with Triadex Card Mailers. A typical direct mail piece pulls redemption rates of ½% to ¼%, but a Triadex Card Mailer has an average redemption rate of 7% to 14% with a recent card mailer getting a 27% redemption rate. The [direct mail card mailer](#) that received 27% redemption had an offer of \$25 towards any meal at the Uptown Village at Cedar Hill's restaurants, including Italia Express, Matt's Rancho Martinez, Maui Wowi, Patrizio, and Razoo's. During the short six-week offer length, 2,705 of the 10,000 card mailers sent out were redeemed. This particular campaign went through an advertising agency. The website also includes information about becoming a reseller of Triadex Card Mailers. Organizations that currently resell Triadex Card Mailers include Ad Agencies, PR firms, Consultants, Marketing Professionals, Printers, List Providers, Creative Agencies, and Independent Sales Representatives.

The newly launched website features samples from national restaurant chains and national retailers who have completed successful marketing campaigns using Triadex Card Mailers. One of the national restaurants shown has experienced redemption rates of 10% using the card mailer. The redemption rate has proven the success of the card and, to date, the restaurant chain has mailed over 1 million card mailers as a result. A national retailer uses Triadex Card Mailers for the vision care centers in their retail locations. This retailer has seen tremendous success with the card mailers and is currently running their 12th marketing campaign with Triadex Card Mailers.

Triadex Card Mailers created a user-friendly website that is filled with information that paints a clear picture of what a Triadex [Card Mailer](#) is and how it can be an effective marketing tool for restaurants, retailers, service providers, auto dealers, regional mall, and many more industries. Triadex Card Mailers has future plans for the website including adding case studies and other information clients and potential clients will find valuable.

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