



Case Study

Chain Averages 10% - 43.69% Redemption Rates at all 10 Stores

CHALLENGE

A casual dining restaurant chain with 20 locations wanted to boost sales during a traditionally slow period of the year.

SOLUTION

Using our 2-detachable card template, they mailed between 8,000 & 50,000 cards for each location, over 230,000 overall. The first card offered \$10 off a \$25 purchase. The second card offered \$10 off a \$30 purchase.

By marrying the restaurants' master customer list for each location with our time-honored best practices regarding list utilization, Triadex was able to identify and measure targeted customer segments that exponentially increased redemption rates.

RESULTS

- All 10 stores achieved above a 10% redemption rate! Two of which received an astonishing 35.76% and 43.69% redemption rate!
- So far, they have done over 20 mailings with Triadex. They plan to do many more in the future.