

Franchises Save 20% by Grouping Card Mailer Orders

CHALLENGE

Triadex Card Mailers 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 Mailers 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 Mailers grouped their orders together.

RESULTS

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