

### National Restaurant Chain Generates 45% Redemption Rate

#### CHALLENGE

A national restaurant chain with over 800 locations was tired of receiving only 2-3% redemption rates with oversized paper postcards. After 10 years of the same results, they decided to try something new.

#### SOLUTION

Triadex Card Mailers mailed 5,000 plastic card mailers featuring two \$10 gift card offers. The restaurant chain targeted the exact age and income of each household within a five-mile radius of one of their stores.

#### RESULTS

- By the end of the 2nd month, the campaign received a 45% redemption rate!
- The average spend was \$40 per table.
- The restaurant chain setup their next order within two weeks of the pieces being delivered.
- Other franchise locations are contacting Triadex to place their own orders.