

Plastic Gift Cards Receive 35% More Redemptions than Paper Postcards Direct Mail Marketing Campaign

CHALLENGE

After five mailings with Triadex Card Mailers, a national restaurant chain with 38 locations performed an A/B Test on plastic gift cards versus paper postcards.

SOLUTION

Five locations were selected to offer the paper postcards and a total of 110,429 were mailed. Five locations were selected to offer the plastic gift cards and a total of 143,563 were mailed. Both offered two different coupons:

- \$5 off a \$15 purchase
- Buy 1 sandwich, side, and a drink and get a sandwich free.

RESULTS

- The plastic gift card pulled 35% more redemptions than the paper postcard with the same offer.
- Over the next 10 years, the restaurant projects to make a far more positive ROI from these new customers.