

### Restaurant Drives Sales by Targeting Local Businesses

#### CHALLENGE

A fast-casual restaurant chain with over 50 locations wanted to drive lunch sales and catering orders.

#### SOLUTION

This was their 3rd Triadex Card Mailers campaign. The previous two mailings targeted only consumers. This time they targeted businesses with 1-25 employees.

Using our 2-detachable card template, they mailed 8,000 mailers with 30 mil thickness. The first card offered buy one get one free sandwich. The second card offered a free \$5 gift card.

#### RESULTS

- The mailing achieved a 6.77% redemption rate!
- They were extremely pleased with the results.
- They see many new faces from local businesses at lunch who will now return and pay full price over and over throughout the year in 2016.
- They plan to scale the Business Mailing Program to their other stores.