

Restaurant Introduces a New Menu and Captures a 14% Redemption Rate

CHALLENGE

A franchise restaurant wanted to promote their new menu. They contacted their corporate office for suggestions. Corporate referred them to Triadex Card Mailers.

SOLUTION

The franchise owner mailed 10,000 pieces for two different locations.

RESULTS

- The franchise owner reported redemption rates of 14.5% and 16.5% respectively.
- They saw many new faces and got a lot of great feedback from new customers who were eager to return.
- The corporate office is now executing their 2nd system-wide gift card mailer campaign to all Corporate owned stores.
- More franchise owners have joined the campaign.