

Restaurant Targets New Movers: Redemption Rates Jump to 9%

CHALLENGE

A restaurant wanted to target people who had recently moved near their locations.

SOLUTION

The restaurant launched a direct mail campaign with Triadex Card Mailers. They offered a \$7.50 gift card (with \$20 minimum purchase required) to all people who had recently moved within five miles of their stores. The artwork on the card said: “Welcome to the Neighborhood, Here’s Our Gift to You! See You Soon!”

RESULTS

- The restaurant averaged a 9% redemption rate and is going on their 10th straight campaign with Triadex Card Mailers.
- Value of targeting the “New Movers” mailing list.
- High probability of strictly NEW customers.
- Attract families new to the area in hopes they will become loyal, long-term customers.
- Introduce your restaurant with a free gift card.