

RESTAURANT



CASE STUDY

MULTI-CHAIN RESTAURANT

Problem: A Multi-Chain Mexican restaurant needed to increase sales and overcome the dreaded weeknight slump.

Solution: We recommended the **VersaMailer** as a promotional tool to drive customers to the restaurant on typically slow nights.

Using our single removable gift card template, we created an offer of \$5 off a purchase over \$20, Monday through Thursday nights.

We mailed 60,000 plastic postcards to new customers within 7 miles of each restaurant's location.

Results:

Mailings exceeded typical direct mail response rates within the first 5 days, with a final redemption rate at **18%**, that's **7.6x higher** than average response rates*

\$162,000
in **NEW REVENUE**

10,300
NEW CUSTOMERS

*typical direct mail response rate averages 2.35%, 2015 DMA Response Rate Report

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RETAILER



CASE STUDY

FORTUNE 500 RETAILER

Problem: A Fortune 500 automotive parts retailer needed a way to engage their loyalty program members and increase traffic in their stores.

Solution: We recommended the **VersaMailer** as an additional incentive for loyalty members to engage with the company.

We kept costs down by:

- Co-branding with top manufacturers
- Increasing amount of coupons so smaller manufacturers could participate

Using our template with 3 removable cards, on average we mailed 1,000,000 plastic postcards to loyalty program members. The removable cards offered \$5 off with a purchase over \$25 along with other variable offers.

Results:

Mailings had an average monthly redemption rate of **12%**. That's **over 5x higher** than the average direct mail response rate*

165%
RETURN on
INVESTMENT

*typical direct mail response rate averages 2.35%, 2015 DMA Response Rate Report

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RETAILER



CASE STUDY

SINGLE STORE RETAILER

Problem: A discount nursery & landscape company needed to engage new customers before the spring season to increase sales.

Solution: We recommended the **VersaMailer** as a way to engage prospective customers before the competition.

Using our data capabilities, we created a demographic profile. We used this information to target (1) look-a-like customers and (2) underutilized customers.

We created an offer of \$10 off a purchase of over \$20 using our 2-card template. We mailed 7,500 plastic postcards to the two targeted groups located within 5 miles of the nursery.

Results:

Mailings had a redemption rate of **11.2%**. That's **4.8x higher** than the average direct mail response rate*

269%

RETURN on INVESTMENT

\$41,000
in **NEW REVENUE**

840
NEW CUSTOMERS

*typical direct mail response rate averages 2.35%, 2015 DMA Response Rate Report

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