



CASE STUDY

CHALLENGE

A local restaurant needed more insight into their online and sales data to measure audience engagement and the impact of their marketing efforts.

SOLUTION

A direct mail campaign targeting 2,000 residences outside of the restaurant's primary traffic area was launched to expand their marketing reach. Online and social retargeting was also used to drive additional engagement from both their newly targeted audience and their existing website visitors and social followers.

CAMPAIGN DETAILS

Quantity: 7,493 mail pieces were deployed over the course of three mailings to their target audience.

Outcome: Over the course of their campaign, total monthly orders increased by 21% from 2,298 to 2,786. In addition to an increase in overall orders, the average order size also increased by 15%.

RESULTS



85,139
TOTAL AD DISPLAYS



531
TOTAL ENGAGEMENTS



1,400
TOTAL VISITORS



901
TOTAL LEADS

39.5%
**INCREASE IN
TOTAL SALES**

