



Case Study

Client

Restaurant

Quantity Mailed

Location 1 – 11,208

Location 2 – 7,316

Target Audience

Getting more students into a local chain of restaurants

Campaign Details

A Mexican restaurant with two locations wants to target college students who live in dorms or rent off-campus. Every Door Direct Mail is a tempting solution but it does not deliver to dorms. Instead, they used a 30-day direct mail campaign integrated with digital technologies such as SocialMatch to serve up ads to the Facebook & Instagram accounts of the students on the mailing list. They also followed up with the students who showed an interest through Social Media Follow-up, and Online Follow-up Google ads. An impression was served through USPS Informed Delivery which averages a 67% open rate to get in front of the mail recipients before the mail reached the mail box.

Geotargeting was utilized to display ads through YouTube, Google, Facebook, Instagram, Demand Gen (Gmail, YouTube homepage, & Google toolbar), which they found to be the most vital. Essentially, they “built a digital fence” around the zip codes on the mailing list and targeted prospects based on key words, key phrases and online search and browsing history. For on campus dorms, they were hitting students at the dorms, and every friend that came over to visit. For off campus housing, again, every student, and every friend. For standard residential houses and apartments, they were hitting mom, dad, and all the kids. This helped the restaurant reach every student at the nearby on-campus dorms and off-campus housing.

Postcard



Digital Ads

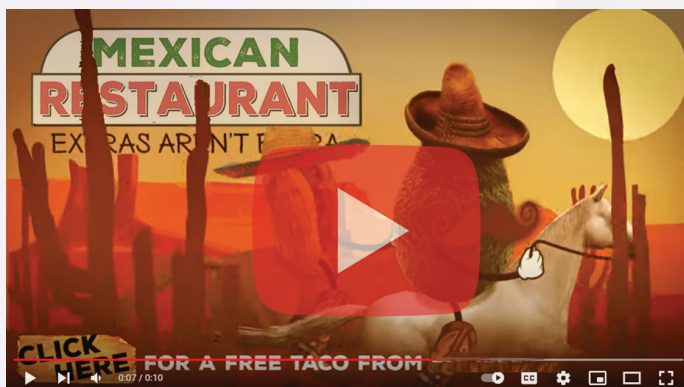


RESULTS

1,100 Coupons Redeemed
5.5% Redemption Rate

IMPRESSIONS

Average 13.6
per mail piece



This campaign is an amazing showcase of blending traditional direct mail with digital components, and proving once again that mail is still alive and thriving when done properly.”

- Campaign Manager

