

## MAILER:

Ruth's Chris Steak House

## OBJECTIVE:

Ruth's Chris Steak House faced the challenge of increasing sales of its promotional gift card special during the brand's anniversary sale.

## SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of mid to upper income ranges of high end dining prospects in a geo-targeted radius around participating store locations. The promotion was designed to encourage purchase of a gift card offered at a discounted rate in celebration of Ruth's Chris anniversary and to promote the brand as a tradition in the finest quality steak house dining experience. eTargetMedia strategically selected the specialty dining list of Five Star Gourmet Food and Fine Dining Enthusiasts to reach an audience who appreciates a fine dining experience.

## OUTCOME:

The email marketing initiative was highly successful and resulted in significantly above industry average open and click-through rates as well as excellent brand awareness and increased coupon redemption. The client reported positive redemption rates and proceeded with continuation list usage due to the tremendous results from the high performance eTargetMedia email marketing campaign.



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