

MAILER:

Applebee's Bar and Grill

OBJECTIVE:

Applebee's faced the challenge of attracting new customers and increasing coupon redemption of entrée promotions from lunch and dinner menus.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of casual dining prospects within a 25 mile radius of 3 Kansas Applebee's locations participating in the promotion. The offer was designed to announce a limited time promotion for one entrée at half price with the purchase of one full priced entrée at select Applebee's locations. The offer also provided the opportunity for prospects to sign up to receive future Applebee's offers directly with the goal of building the client's retention marketing list, in addition to fostering brand awareness and increasing exposure to variety of lunch and dinner options available at Applebee's.

OUTCOME:

The email campaign resulted in significantly above industry average open and click through rates, while expanding brand awareness and driving foot traffic to store locations for increased coupon redemptions.



HURRY ONLY VALID FOR 7 DAYS!

**BUY ONE ENTRÉE
GET ONE
HALF PRICE!**

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COME SEE WHAT'S NEW


Applebee's
BAR & GRILL



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