

MAILER:

Blimpie

OBJECTIVE:

Blimpie faced the challenge of increasing awareness of its 50 Year Anniversary sale celebrated by 50 cent Blimpie subs offered on the anniversary date.

SOLUTION:

eTargetMedia implemented a highly effective, targeted series of email marketing campaigns segmenting an audience of casual dining prospects and fast food frequenters in targeted geographic regions of participating store locations. The campaign was designed as a branding initiative to celebrate 50 years as a leader in the QSR space as well as offer a coupon for in-store redemption to the first 200 customers. eTargetMedia strategically selected the American Casual Dining Enthusiasts list as well as the Fast Food Lovers list while implementing further detailed demographic and lifestyle qualifiers to reach the most responsive prospect audience of Blimpie customers.

OUTCOME:

The email marketing initiative generated excellent results in terms of very high open rate and click through rate followed by a significant increase in foot traffic driven to participating Blimpie locations around the country on the day of the event. In addition, Blimpie reported a very strong redemption rate as well as an overall positive ROI from the targeted email initiative that performed with outstanding results utilizing eTargetMedia's highly successful restaurant and dining lists.



Valid only for the first 200 customers, while supplies last. Limit one per customer. No substitutions. Customer must pay sales tax. Not valid with any other offer. Offer has no cash value and is void where prohibited. © 2015 Kahala Franchising, L.L.C. BLIMPIE, AMERICA'S SUB SHOP and BLIMPIE BEST are registered trademarks of Kahala Franchising, L.L.C.

LIKE US ON FACEBOOK* FOLLOW US @BLIMPIESUBSHOP

BLIMPIE
America's Sub Shop.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com