

MAILER:

Bonefish Grill

OBJECTIVE:

Bonefish Grill faced the challenge of increasing new customers with the specific goal of attracting and retaining a dinner crowd at locations that traditionally experience heavier business lunch sales.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience based on varying PRIZM clusters reflecting the local market population and pulling from a 5 or 7 mile radius depending on the commute and drive market patterns for each participating retail location. The offer was designed to provide a coupon to Buy One Dinner Entrée and receive One Free, as well as a second coupon for \$10 Off an Entrée to provide an A/B test against the conversion rate for both unique offers. eTargetMedia strategically selected the high performance files of Casual Dining Enthusiasts, American Families Online and Business Professionals from a variety of highly targeted lists to yield a qualified and geo-targeted audience for the promotion.

OUTCOME:

The email marketing campaign resulted in an increase in brand awareness, increased site traffic as well foot traffic to participating restaurant locations, and an increase in coupon redemption, drawing an increased dinner crowd directly in line with the promotional goals of the overall initiative.




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