

MAILER:

O'Charleys

OBJECTIVE:

O'Charleys faced the challenge of maximizing restaurant visitation and promoting its nine meals at one price deal.

SOLUTION:

eTargetMedia implemented a highly effective and targeted email marketing campaign that segmented an audience of casual dining enthusiasts and value shoppers that would be interested in receiving a special coupon for O'Charleys restaurant. The campaign was geo-targeted to locations that have an O'Charley's in the area. The offer was designed to provide a 25% Off coupon on any food purchase for customers who brought the coupon to the restaurant. eTargetMedia strategically used the high performance American Casual Dining Enthusiasts file which includes families and individuals who frequent casual dining restaurants and are very receptive to receiving special offers for their favorite dining locations.

OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates as well as a strong coupon redemption rate and increased restaurant sales as a result of the eTargetMedia campaign.



**NINE MEALS
ONE PRICE**
★ ZERO COMPROMISES ★

The 9.99er

COWBOY SIRLOIN

NINE MOUTHWATERING MEALS LIKE OUR CLASSIC COWBOY SIRLOIN, SANTA FE TILAPIA, HONEY-DRIZZLED SOUTHERN FRIED CHICKEN AND MORE. ALL FOR JUST \$9.99. AVAILABLE ALL DAY. EVERY DAY.

SEE THE FULL MENU AT OCHARLEYS.COM/THE999ER

SAVE 25% ON ANY FOOD PURCHASE

USE CODE 25%FSI

Limit one coupon per check. Not valid for alcoholic beverages or in conjunction with any other offer or discount. Not valid with Free Pie Wednesday. Tax and gratuity not included. Coupons that are duplicated or altered in any way will not be accepted. Coupon required at time of purchase.

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