

MAILER:

Papa John's

OBJECTIVE:

Papa John's faced the challenge of increasing sales of pizza delivery orders placed online to educate customers on the ease of online ordering and subsequently increase sales in the local store location of focus.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of families and casual dining prospects in the local county. The campaign was designed to promote the new Customer Appreciation offer which included 50% off each delivery order of a large or extra-large pizza exclusively for online orders using a unique promotional code to track redemptions. eTargetMedia strategically selected the high performance lists of Casual Dining Enthusiasts, American Families online and the Email Masterfile to reach a targeted local audience interested in online food and beverage offers to promote the special Papa John's online coupon offer.

OUTCOME:

The eTargetMedia email campaign resulted in an excellent open as well as click through rate that surpassed industry averages while driving targeted traffic of qualified prospects. The campaign promoted brand awareness, generated buzz about the Customer Appreciation sales, and increased redemption of the online coupon to increase delivery orders placed online for the target store location.



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PAPA JOHN'S

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