

MAILER:

Perkins Restaurant and Bakery

OBJECTIVE:

Perkins Restaurant and Bakery faced the challenge of increasing coupon redemption during the limited time promotion of a free entree or a 20% off discount.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of qualified prospects ages 25-54 with an interest in casual dining. The offer was presented to prospects in up to a 10 mile radius for suburban Perkins locations and a 3 to 5 mile radius from the Perkins restaurants in urban locations. The campaign was designed to announce two promotional offers: one which promoted a free entree with purchase of an entree and two beverages and another which promoted a 20% discount off of the total bill. The targeted email campaigns presented printable coupons for each offer redeemable in various participating store locations. eTargetMedia strategically utilized the high performance American Casual Dining Enthusiasts list which is comprised of families and individuals who frequent casual dining establishments and are highly receptive to coupon offers for their favorite restaurant locations.

OUTCOME:

The email marketing campaign resulted in significantly above industry average open and click-through rates for both the 20% off coupon as well as the free entree offer. In addition, Perkins reported a strong coupon redemption rate as a result of the eTargetMedia campaigns.

Enjoy a **FREE ENTREE**
With Purchase of Any
Adult Entree and Two
Beverages*



**Free Entree With Purchase of Any
Adult Entree and Two Beverages***

Purchase any adult entree and two beverages at the regular price and receive a second entree (of equal or lesser value) for free!

*Excludes Seniors' and Kids' Menus. Not valid with any other specials or discount programs. Coupon Expires 3/24/13.

Valid Only at the Following Location:
Dyersburg, 770 Highway 51 Bypass West, 731-286-2446

C-11



[Find Location](#)

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