

MAILER:

T.G.I. Friday's

OBJECTIVE:

T.G.I. Friday's faced the challenge of maximizing visitation and increasing coupon redemption during specific limited promotional periods across various retail locations nationwide.

SOLUTION:

eTargetMedia implemented a highly effective, targeted series of email marketing campaigns segmenting a prime audience for which T.G.I. Friday's is an ideal selection among dining options, from our Casual Dining Enthusiasts file.

OUTCOME:

The client's goal was a solid increase in distribution, encouraging maximum foot traffic for in store dining and coupon redemption. The campaign not only exceeded average open and click through rates for email to acquisition lists, it also went viral, which the mailer encouraged for highest redemption rates leading to increased sales during promotional periods. The redemption rates were well above average for the industry sector and the client returned for a series of subsequent campaigns due to strong conversion rates.



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