



Marketing Informatics | 5629 Professional Circle | Indianapolis Indiana 46241 | 877-788-4440

HOMEPLACE
BIRTHDAY™

DRIVING GUEST TRAFFIC
FROM HOME

Restaurant - Birthday Guests

...The ROI has far exceeded any residential marketing program we've utilized -3 times our normal response.

Background

Restaurants generally draw guests from two geographical categories – those who LIVE in proximity to their locations and those who WORK in proximity to their locations.

With an ever increasing demand to deliver traffic and sales, restaurant marketers continue to focus on reaching consumers at home as part of their marketing strategy. These prospective guests are valuable, because their commuter patterns take them near restaurants on a regular basis, their social events and activities often include food, and many of their food purchasing decisions are made at home. Marketers that utilize direct marketing to deliver offers to these guests can create a successful program that delivers traffic, sales and loyalty year after year.

Marketing Informatics (Mi) reaches these valuable guests through its Birthday program, a local marketing based tool for new guest acquisition.

The Opportunity

In 2013 and 2014, Mi helped a national casual dining restaurant brand develop a direct marketing program to drive consumers into their locations for birthday celebrations. Knowing that birthday offers generate the highest redemptions among e-club guests, this brand wanted to create the same opportunity for guests *NOT* in their e-club. This program yielded a three-fold benefit to the restaurant brand – increased traffic that improved sales; supplied demographic, geographic and transaction data for guests not in their e-club; provided opportunities to convert guests into e-club members.

The Solution

Mi architected a program that allowed for the selection of potential guests based on the demographic profile of the brand's best guests that fell within a drive time deemed to be acceptable. Mi procured the data of potential guests and delivered a birthday offer to the homes of those potential guests about one week ahead of their birthday month. The redemption period was open for the entire month of the birthday. For the Alpha and Beta tests, redemptions were tracked at the point of sale and transactional data was provided to Mi for analysis. **A 4x ROI, calculated on sales/marketing spend, was achieved and a 43% increase over the average ticket was realized.** And, demographic and location data for those guests who redeemed was added to the restaurant brand's transaction database to identify and inform future marketing efforts. This could include enrolling these guests into the brand's e-club and targeted marketing efforts to influence transactional behavior.

The Lessons

1. HomePlace Birthday is a potential foundational program for marketing as demonstrated by ROI at 2.5x when utilizing a test campaign cost structure
2. A 4x ROI was realized – spend \$1,000 in marketing, receive \$4,000 in sales
3. A higher check average is achievable with this program
4. This program is well suited for ongoing marketing efforts; it can be rolled out every month of the year on a large scale with similar results
5. This program is scalable at the enterprise level or on a location basis
6. New guest acquisition in a residential setting can be profitable and sustainable

About Marketing Informatics

Since 1987, Marketing Informatics has specialized in using local market intelligence and practical programs to drive traffic for clients. Mi has been recognized with awards from the Indiana University Kelly School of Business; Johnson Center for Entrepreneurship; Experian Marketing Services; Inc. Magazine's "Inc. 500 Fastest Growing Private Companies in America," and other industry recognition.

For details on HomePlace SPM™ or to request specific counts for your locations, please call Marc Becher at 877-788-4440.