

BUSINESSPLACE  
THANK YOU'S™

DRIVING GUEST TRAFFIC  
FROM WORK

## Restaurant Traffic Pattern

*...The campaign produced a redemption rate of 9.71%, or 13,372 redemptions.*

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### 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 work as part of their marketing strategy. These prospective guests are valuable, because they are known to be employed, their commuter patterns take them near restaurants on a regular basis, their work day spans across multiple dayparts, their business events and activities often include food, and many of their personal food purchasing decisions are made at work. 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 by utilizing its BusinessPlace Thank You's™ program to deliver offers into targeted types and locations of businesses. These "Thank You's" are for employers to give to employees as a no-cost benefit that provides a win for the restaurant, the business place employer and their employees.

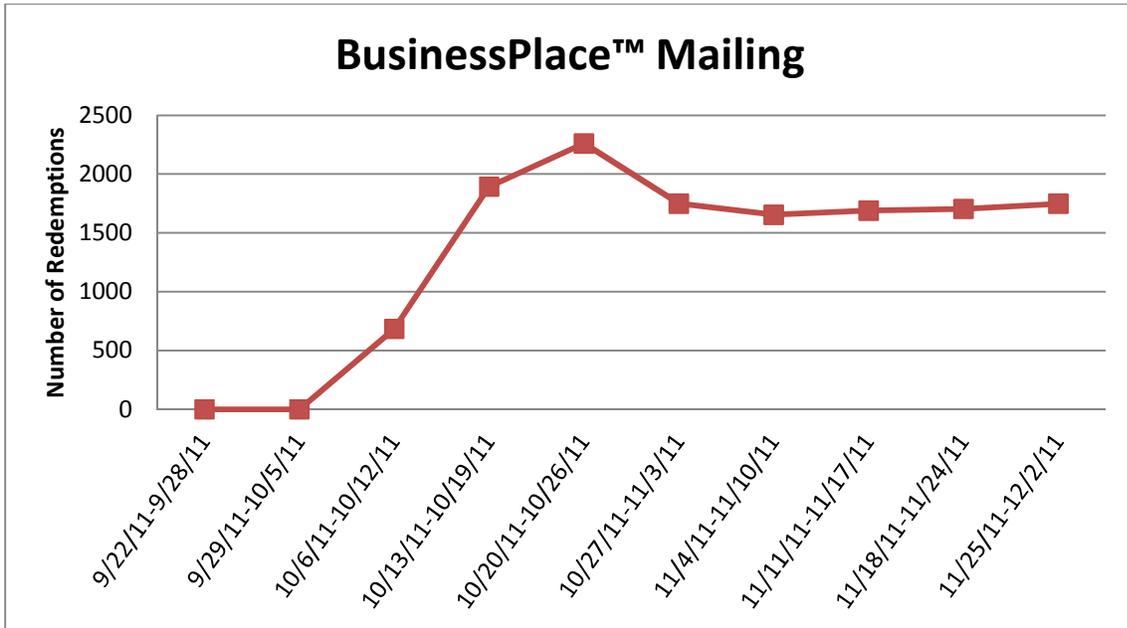
### The Opportunity

A national casual dining restaurant brand with an insufficient budget to utilize traditional mass media wanted to build multiple direct marketing programs to deliver traffic and sales. One of the measures of success was that a program would yield sustained traffic throughout a redemption period of eight weeks rather than a single burst of traffic.

### The Solution

As the direct marketing partner for this brand, Mi fielded its Thank You's™ program to deliver results.

As an example of one campaign, Mi delivered the Thank You's™ packages to 137,677 businesses in close proximity to the restaurant locations and that matched the target criteria for this restaurant brand. The campaign produced a redemption rate of 9.71%, or 13,372 redemptions. Responses per restaurant location ranged from a low of 3.34% to a high of 22.14%. The redemption period of eight weeks saw an early spike in redemptions followed by a steady trend throughout the entire period, spreading redemptions over time and providing a consistent stream of business.



Number of redemptions, by week, for the offer period

#### The Lessons

1. The program can be utilized to provide steady traffic over a defined response period
2. The program can deliver balanced sales over a defined response period
3. This program is well suited for ongoing marketing efforts or for triggered marketing such as restaurant reimage, grand opening or other events

#### 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 BusinessPlace Thank You's™ or to request specific counts for your locations, please call Marc Becher at 877-788-4440.