



Jersey Mike's Q1 Direct Mail Opt In Redemption Report

March 2021

PARTICIPATION SUMMARY

In Business Date
02/01/2021

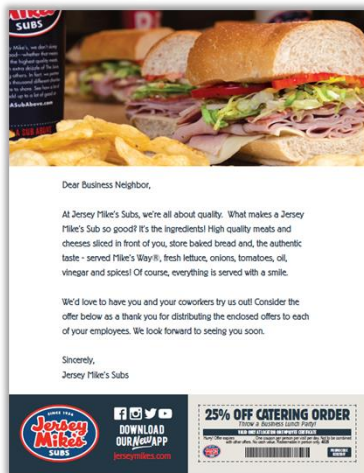
Expiration Date
03/07/2021

# of Locations	Cost per location	Businesses/ location	Impressions/ location*	Total Cost	Total Businesses	Total Impressions*
7	\$270.00	216	4,536	\$1,890	1,512	31,752
102	\$370.00	296	6,216	\$37,740	30,192	634,032
31	\$740.00	592	12,432	\$22,940	18,352	385,392
140				\$62,570	50,056	1,051,176

*21 impressions per business: 1 letter + 20 employee coupon slips

ARTWORK

AVAILABLE OFFERS



Letter

- 25% off catering order

Coupon Slip

- Free Regular Sub
- 10% off your order
- 25% off your order
- 50% off your order
- Free Chips & Drink with any Sub Purchase
- \$2 off a Regular Sub
- Buy Any Size Sub, Get a 2nd Sub Free
- Buy A Regular Size Sub, Get a 2nd Regular Sub Free
- Buy 2 Giant Subs, Get a 3rd Giant Sub Free

TARGETING

Businesses within 5-7 minutes with 10+ employees (80% will have 20-50 employees)
Excludes retail and other restaurants





REDEMPTION & ROI SUMMARY

	Total
Total Redemptions	34,426
Total Impressions	1,051,176
Redemption %	3.27%
Cost	\$62,570
Sales*	\$309,834
ROI	\$4.95

*After discount, Assumes \$9 avg ticket

Key Take Aways

- Typical redemption rates for the B2B mailer are 3-11%. Results for the current campaign fall within that range.
- Assuming a \$9 average ticket after discount, 97% of locations made their money back (>\$1 ROI).

