



Jersey Mike's Q1 2021 Direct Mail Opt In Results by Offer

March 2021

In Business Date
02/01/2021

Expiration Date
03/07/2021

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

RESULTS BY OFFER

Code	Offer	Redemptions	Qty Mailed	%
4019	Free Regular Sub (no purchase necessary)	5,254	53,280	9.86%
4029	50% off your order	1,633	65,120	2.51%
40122	Buy Any Size Sub, Get a 2nd Sub Free	7,947	320,320	2.48%
4018	Buy A Regular Size Sub, Get a 2nd Regular Sub Free	8,268	509,120	1.62%
4028	25% off your order	3,403	414,400	0.82%
40152	\$2 off a Regular Sub	3,286	503,200	0.65%
4005	Free Chips & Drink with any Sub Purchase	3,386	675,520	0.50%
4025	10% off your order	470	136,800	0.34%
4007	Buy 2 Giant Subs, Get a 3rd Giant Sub Free	779	325,600	0.24%

*Data for catering offer on letter was unavailable at the time of reporting.

