

National Restaurant Brand Achieves Optimal Customer Engagement through Email Marketing Offers

**Company Profile**

National Restaurant Brand

**Industry**

Hospitality

**Location**

Tampa, FL

**Client Since**

2009

THE CHALLENGE

When a casual dining brand wanted to promote its flavorful steak menu, it created a nationwide coupon campaign. To successfully deliver these coupons into the hands of its guests, the restaurant chain collaborated with AccuData to develop an integrated email program that not only delivered on its promises, but also surpassed its initial goals.

THE SOLUTION

The casual dining brand launched a nationwide campaign that included television spots, social media, and email deployments with a coupon offer that would drive customer engagement and store traffic for its steak menu. The brand needed a reliable means of deploying these email offers and collecting and tracking the customer data. With AccuData Integrated Marketing's technology experts, an integrated approach was developed that included not only the initial coupon email deployments, but also a lead nurturing email campaign.

A MultiChannel Approach

The coupon was advertised through a multichannel approach that directed guests to a landing page where they submitted contact information to receive the coupon. The coupon was then emailed directly to the guest for redemption at any restaurant location.

THE SOLUTION

Trigger-based Email Deployment for Easy Engagement

When a guest registered for the coupon, the system automatically triggered an email that contained the coupon. AccuData then captured new guest information, managed that data in a database, then deployed new customer emails.

Build Brand Loyalty through Nurturing

AccuData worked with the brand to extend its coupon offer into a nurturing campaign to keep its leads warm. The team created five to six email campaigns as a follow up before coupon expiration. AccuData recommended to whom the emails should be sent as well as subject lines, then executed the deployment of those emails.

THE RESULTS

AccuData captured the guest data from coupon requests generated from the outside advertising channels in real time and deployed a triggered email with a link to the AccuData-hosted coupon. In additional support of the campaign, AccuData deployed a national email campaign to the restaurant's database that provided a link to the same coupon.

AccuData improved customer engagement and coupon redemption with the launch of its national email campaign. Email delivery for the campaign included a 75% open rate and 37% click-through rate.

Marketing Metric	Counts	Rates
Total Delivered	93,505	65.9%
Unique Opens	70,295	75.18%
Unique Clicks	35,108	37.55%
New To Database	64,443	68.92%
Total Distinct Coupon Clicks	156,509	NA

(Metrics for guests driven to coupon link.)