

Solution Story: Casual Dining Restaurant

Acquisition Email

10.7%
CTOR

7.2% total average email open rate

Challenge

- Client wanted to maximize digital response to drive traffic and sales for a special, very limited time Buy One, Get One promotion
- Client was also looking for ways to extend reach and provide additional consumer touch points for the offer

Solution

- Already leveraging Valassis digital display and Valassis Mobile Offers (VMO) in a 10-mile radius around their restaurant locations, the client was excited about the opportunity to integrate and deploy an acquisition email campaign system-wide
- Deployed nearly 3.8MM emails

Result

- 7.2% total average email open rate, higher than industry average
- 10.7% total average Click to Open Rate, reaching the high end of the industry average range of 7-11%
- Client was pleased and replicated this email strategy soon after for a longer-duration promotion!