

Solution Story – Drive Traffic



+46%
SALES

Category: Pizza

About Client

- 3-store pizza franchisee located in the Midwest

Client's Objective

- Client recently purchased store from another franchisee and was looking for a quick way to increase sales and traffic
- Previous owner had done only sporadic mailings to a limited portion of the store's delivery area

Strategy Collaboration

- Targeted turnkey print and distribution of the high-impact Shared Mail Mega Sheet Insert was recommended to reach estimated 22,000 households around delivery trade area
- Campaign covered entire delivery area on a weekly basis with aggressive coupon offers

Results

- **46% lift in sales** in less than a 6 week timeframe