

Case Study: Ivy of Wheaton

Client receives **182 coupon redemptions** within 60 days of advertising and a **24% increase in average purchase size!**

Situation:

Ivy of Wheaton, a steakhouse out of Illinois, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To create demand, the client placed an exciting offer for a free appetizer or dessert with the purchase of 2 entrées. The back of the ad was utilized to showcase their daily specials as well as their upcoming events to give consumers a variety of reasons to visit the business.

Results:

Within 60 days of advertising, Ivy of Wheaton received 182 Money Mailer coupons, representing \$18,928 in revenue. With an average ticket size of \$104, the client found a \$25 or 24% increase in their average purchase size from the Money Mailer consumer.

Front of ad:



Back of ad:

