

Case Study: Rosati's Pizza

Pizza restaurant owner says the customers coming from Money Mailer represent **20-30% of his business.**

Situation:

Rosati's Pizza, a pizza restaurant out of Round Lake Beach, Illinois, wanted to drive customer traffic, promote their catering business and increase brand awareness in the local community, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To create demand, 4 attractive offers appealing to a wide range of consumer preferences were placed on the front of the ad. On the back of the ad, the expansive advertising space was used to showcase the restaurant's catering menu.

Results:

The owner had tried other forms of advertising in the past, but found that Money Mailer had much greater value compared to other more expensive advertising. He shared that Money Mailer successfully brought in new faces who turned into loyal customers and that if Money Mailer disappeared, Rosati's would lose 20-30% of its business.

Front of ad:



Back of ad:

