

Case Study: Texas Roadhouse

Restaurant receives **10x ROI** and **126 coupon redemptions** in their first month advertising with Money Mailer!

Situation:

Texas Roadhouse, a restaurant in Fort Worth, Texas, wanted to drive customer traffic and brand awareness upon opening their new location, so they looked to Money Mailer as a direct marketing solution.

Strategy:

In order to create demand, the client placed exciting offers on the front and back of the ad, including a free appetizer with the purchase of 2 entrees, 10% off when you order online and get a \$20 off coupon when you buy a \$100 gift card. The owner chose to mail 20,000 homes near the restaurant.

Results:

After their first mailing in October, the client received 126 coupon redemptions and had an increased average ticket size of \$36.65. At the end of the advertising campaign, Texas Roadhouse was able to analyze the results and found that the restaurant had received a 10x return on their investment.

Front of ad:



Back of ad:

