

STFU

How you'll react to your text offer getting 14x more redemptions than email.

Some brands still look at text message marketing as a gamble. But not Papa Gino's CMO Deena McKinley. She took that gamble and won decisively. Conclusively even. Here's the story.

Problem

Papa Gino's Pizzeria and D'Angelo Grilled Sandwiches (PGDA) needed to attract, connect and motivate new and existing customers. The typical approaches, including direct mail and television, were no longer delivering the ROI they once did.

Solution

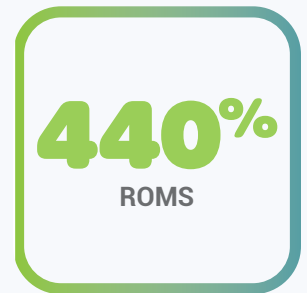
PGDA saw that their audience spent more time on their phones than they did watching their TVs or checking their postal mailboxes. To boost guest visit frequency and per-visit spend, PGDA believed that their best hope was to target customers on the most-used and most-present app on their phones: text messaging.



Approach

PGDA turned to Mobivity's text message marketing platform, the only solution built from the ground up to solve the unique challenges of restaurants. As well, Mobivity worked with PGDA's Point-of-Sale provider Toast to ingest daily transactions to get full campaign attribution insights and customer engagement data to develop future campaigns.

Mobivity worked as a strategic partner to PGDA, developing a subscriber acquisition plan: PGDA would connect with customers through PGDA's "owned" channels, including website, social media, email and in-store marketing, and opt in to receive weekly text messages, earning a sign-up bonus of a free pizza just for subscribing.



OMG! you say.

NK! we reply.

Results

In the first three months alone, PGDA's text-message-marketing-focused campaign went even better than expected:

- Garnering more than **25K** attributable transactions
- Bringing in **\$125K** in attributable revenue
- Achieving a **440%** return on the campaign's marketing investment
- And, the most significant result: blowing the socks off offer redemptions at a rate of **14x** over their same offer sent via email

PGDA achieved a **1400%** redemption rate above the "safer" alternative of offers sent via email, suggesting that the perceived gamble of text message marketing may actually be your strongest hand ... **Deena McKinley**, PGDA's Chief Marketing Officer certainly thinks the gamble paid off. In her own words:

"Our investment in Mobivity's Platform has more than paid for itself and has been a key tactic in driving repeat visits, resulting in significant transaction growth."

Fact is, nobody knows more about text message marketing for restaurants than Mobivity, no doubt why more than 30,000 national, regional and local restaurants turn to us for their text message marketing.

No one knows more about building text marketing programs for restaurants than Mobivity.

To learn more about us, text STFU to 55333.

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