

Case Study: Jimano's Pizzeria

Client **receives far superior response** to similar advertising vehicles in **head-to-head comparison**.

Situation:

Jimano's Pizza in Chicago, IL, wanted to test Money Mailer against two of its nearest competitors to see which would yield the best return on investment.

Strategy:

The client mailed 3 zones, 4 times in a row to support half of their locations. The owner of Jimano's committed to tracking and measuring the results of their Money Mailer campaign by collecting coupons and reviewing codes in the POS system.

Results:

The owner provided rave reviews, stating that Money Mailer's response was far superior to that of other advertising vehicles he had tried. He shared that including his offer online and on mobile were a huge bonus and he also loved the call-tracking feature as it allowed him to measure response and listen to calls. Consequentially, Jimano's has decided to expand to 10 zones and mail 12 times in order to maintain momentum and acquire more new customers.

Front of ad:



Back of ad:

