

Case Study: Mellow Mushroom South Carolina

Customers redeem **120 Money Mailer coupons** and increase delivery business by **40%** after one mailing.

Situation:

Mellow Mushroom, a South Carolina-based chain pizza restaurant, wanted to drive customer traffic and increase their delivery business, so they looked to Money Mailer as direct marketing solution.

Strategy:

The owner was unsure about mailing to a second zone (10,000 households), as they didn't think people would travel far to visit the restaurant. Mellow Mushroom was offered an opportunity to put the ad in the envelope window, with a "now offering expanded delivery" message to drive catering sales.

Results:

After just one mailing, Mellow Mushroom received 120 redemptions and increased their delivery business by 40%. The owner said the advertising brought in customers that they had never seen before!

The Ad:

