

Your mobile marketing solution has arrived.

# Reach Mobile



## Mobile Marketing Case Study



**Business:** Pei Wei Asian Diner

**Campaign:** Use Mobile in a Multi-Channel Effort to Introduce a New Caramel Chicken Entrée with a Buy-One-Get-One Free Coupon

**Industry:** Restaurant

**Take Away:** Mobile Is a Powerful, Yet Simple & Near-Instant Way to Build a Responsive Marketing Database

### “Pei Wei Added 5,000 Consumers to Its E-Mail Database In Two Weeks Using Text Messaging”

The chain of 173 Pei Wei locations used in-store signs and online promotions to introduce their new Caramel Chicken entrée by offering an irresistible offer in the form of a buy-one-get-one free coupon.

Of the 20,000 new e-mail subscribers [added in just two weeks], one third came from text messaging.

“Incorporating SMS into the effort was critical because it allows each guest inside our restaurant to sign up” John Miller, Digital Content & Community Manager

#### Pei Wei In-Store Sinage

#### How Did Pei Wei Benefit From Mobile Marketing?

- ✓ Added 5,000 consumers to its e-mail, database *in just two weeks.*
- ✓ Allowed guests *inside the restaurant* to download and redeem the buy-one-get-one free coupon.
- ✓ Nearly 20% of guests who downloaded the coupon [via mobile], redeemed it.



Call David Schroeder Today to Find Out How Your Business Can Benefit From Mobile Marketing