

### National Restaurant Receives Over 27% Redemption Rate

#### CHALLENGE

During their fourth mailing with Triadex Card Mailers, a national restaurant chain decided to target one of their newest locations. They hoped to increase the store's sales and traffic.

#### SOLUTION

The restaurant offered a free \$10 gift card. They mailed 10,000 plastic card mailers to customers with a household income of \$40k and up.

#### RESULTS

- Achieved over 27% redemption rates!
- Increased the location's sales and traffic.
- Saved time by automatically applying the discount to purchases using Triadex Card Mailer's magnetic stripe technology and their existing POS System.