



Pizza Factory Woodlake Location Case Study 4% Average Redemption with SMS

Name, City and State of client:

Pizza Factory – Woodlake, Ca.

What is your main objective with Text Messaging?

Quick communication with customers with relevant offers to increase foot traffic, repeat business and sales.

What type of results (ROI) are your experiencing with your SMS initiatives?

We are averaging redemption rates in the range of 4% or higher depending on the offer we send and when we send them. Results from our last campaign sent are below. *We generated 25 total orders equating to \$492.50 in sales from our text list the very same day the message went out.*

The nice part about it is that most of the customers end up purchasing more than what the offer was valid for.

Are you receiving positive feedback from customers?

Yes, in fact customers love it and appreciate receiving the coupons easily on their phones. When they come in to eat they often ask when the next one is going to be sent.

What type of responses you are experiencing with SMS?

We average 4% redemption on our offerings. Depending on the offer and time sent this has increased as high 7%. Customers consistently redeem their birthday offer as well.

What is your favorite Textmunication SMS feature & why?

I like the loyalty check-in functionality that rewards customers with perks for frequent visits.

We find it gets some of our customers coming back more than they typically would and they are super appreciative.

How is your experience working with the Textmunication team?

They are very responsive and I get assistance each time I contact them. Their support team has also helped me craft messages and schedule them when I am busy.

Would you recommend Textmunication to other pizza restaurant establishments and why?

Absolutely! We find texting as the most effective way to reach our customers and drive foot traffic and online orders when want too. Email does not produce same day results such as texting. I find it very effective to add our phone number for phone orders as well as linking customers up to our online ordering system through the text. The program essentially has never been a cost to us due to return on investment we experience.

Results from last text campaign sent on July 29th 2019

Time of Delivery: 11:55am PST

Total orders – 25

Total Revenue = \$ 492.50

Ticket # 23-\$14.11

25-\$11.92

29-\$14.09

40-\$19.79

42-\$13.42

47-\$41.48

51-\$11.92

55-\$14.11

60-\$24.14

63-\$14.11

70-\$24.39

81-\$24.14

85-\$11.38

89-\$11.92

90-\$12.92

04-\$14.11

24-\$11.92

30-\$15.11

37-\$64.04

52-\$11.92

65-\$27.10

69-\$27.10

73-\$25.75

82-\$19.26

94-\$12.35

Message & offer delivered....

Pizza Factory Woodlake What's for Lunch or Dinner? Lg 1 Topping \$8.99+tx

Menu: txhd.io/s/#Ntnq

Call or click to order

559-564-3348 Exp7.29