

Pizza Hotline

Acquisition Admail™ service heats up sales for restaurant



“The Acquisition Admail service has proven to be a great way for us to locate and attract new customers.”

Craig Perry
Pizza Hotline



OBJECTIVE: Increase sales

PRODUCT: Acquisition Admail™ service from Canada Post

RESULTS: Sales increase of 16 per cent in first week of campaign



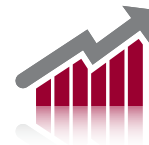
Challenge

Pizza Hotline began in 1988 as a single Winnipeg restaurant and now boasts a chain of 14 outlets in Manitoba and one in Calgary. The secret of the company's success is its ability to consistently deliver delicious food at competitive prices. Pizza Hotline's marketing strategy relies on flyers distributed via the Unaddressed Admail™ service, along with advertisements on radio programs, bus benches and billboards. Although the Pizza Hotline brand is well known and respected in Manitoba, the presence of only a single location in Calgary has made it difficult to achieve the same level of success in that city.



Solution

To demonstrate the ability of the Acquisition Admail service to target and connect with potential customers in Calgary, Canada Post offered to partner with Pizza Hotline on a test campaign. Working from a database of the restaurant's current customers in Calgary, Canada Post generated a list of neighbouring addresses. Pizza Hotline then sent copies of its regular flyer promoting its entire menu to addresses on the list.



Benefits

Sales at the Calgary location began to increase significantly within days of the first mailing.

“Total sales jumped by 16 per cent the first week,” says Craig Perry of Pizza Hotline. “There's no doubt that the Acquisition Admail service is a great way for us to find and connect with new customers.”

The initial success of the campaign prompted the company to expand its use of the Acquisition Admail service to target effectively.

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Want to learn more about the Acquisition Admail service?
Contact your Canada Post representative today.

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