

Case Study: McDonald's Chicago

Customers redeem **987 Money Mailer coupons** (10% response) after one mailing.

Situation:

A Chicago-based McDonald's franchise wanted to drive customer traffic so they decided to compare the effectiveness of solo mail post cards with the shared-mail program offered by Money Mailer.

Strategy:

The client mailed one Money Mailer zone for pennies-per-home while simultaneously mailing postcards. After just one mailing, the McDonald's location secured 987 coupon redemptions from Money Mailer and 1081 coupons from the postcard campaign.

Results:

Although both mediums generated a similar number of responses, Money Mailer's program delivered a 16x larger ROI compared to the postcard campaign, making it far more profitable. As a result, the campaign was expanded to 19 additional stores.

Front of ad:



Back of ad:

