

## InteliMailer

### New Movers Direct Mail Case Study

Who: Taradel, LLC

What: InteliMailer New Movers

Direct Mail Campaign

#### Situation:

Taradel, LLC, a nationally recognized leader in direct marketing solutions looking to expand its restaurant product offering.

#### Challenge:

Developing customer loyalty early is critical for most restaurants, as consumers tend to develop a strong bond with local eateries that can last for years. Both franchises and independent restaurant owners rely on these solid relationships to maintain their sales during good and bad times.

While every restaurant needs a menu to sell food, and the psychology behind a well-designed menu can increase sales once a customer is inside a restaurant, Taradel wanted to offer a product that would drive new customers to the restaurants it serves.

#### Solution:

Taradel decided to expand its product catalog with the introduction of the restaurant New Mover InteliMailer program. Available to restaurant owners through Taradel, the New Mover InteliMailer program offers high-quality templates, free marketing consultation, and fast turnaround making turnkey direct mail marketing as easy as pizza pie. The program delivers targeted marketing packages, each month, to the most recent movers within any restaurant's service area. Eco-friendly, the New Mover Mailer package is made from high post-consumer content recycled paper. The patented one-sheet converting process is virtually waste free.

#### Results:

The results of several campaigns are producing staggering results. One Taradel customer reports that "My New Mover Mailers averaged a 25% to 30% response rate immediately. With a simple initial campaign, I was able to generate dozens of new customers each month," stated the owner of an independent pizza shop in Nashville, TN.

"Takeout pizza menus are powerful but they can't compete with the New Mover response rates."

"OK, it's hard for me to be objective, but I've been in direct marketing for over twenty years and I've never seen anything like the response our clients are getting with this product. I mean, 20% to 30% redemption on a direct mail piece? This is special," remarked Taradel Founder and CEO, Jim Fitzgerald.

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