

## THE CHALLENGE

CiCi's Pizza in Las Vegas operates in a crowded restaurant segment. To remain competitive and differentiate itself, the restaurant needs to let consumers know about the value it offers through its pizza buffet. CiCi's goal is to attract new customers and retain current diners.



Shared Mail Ad with Mobile Offer

## THE BOTTOM LINE

To increase customer traffic and sales by informing consumers about the low-priced pizza buffet, CiCi's Pizza became a new Money Mailer client and launched their first mobile marketing promotion.

## OUR APPROACH

Money Mailer approached CiCi's Pizza with an integrated marketing solution to increase the opportunity for success:

- A Money Mailer shared mail ad promoting the SMS text offer to drive opt-ins
- Marketing collateral to drive opt-ins with customers in the store
- Training for the employees about how mobile coupons work, using examples of campaigns for other clients
- New self-service software to give the store's owner and management the ability to send the SMS text messages to subscribers on their own during slow sales days, promotional periods and special offers to subscribers to help build customer loyalty.

## OUR SOLUTION

Money Mailer worked with CiCi's Pizza on an aggressive offer for its first mobile coupon campaign in order to build a database of customers quickly: one free buffet with no purchase required.

Within the first 10 days of the campaign, more than 2,000 consumers opted-in to the program.

## THE REAL BOTTOM LINE

Within the first 10 days of the campaign, more than 2,000 consumers opted-in to the program, and customer traffic increased significantly. This was due in part to the viral nature of the campaign. Word-of-mouth about the free pizza buffet offer spread quickly as friends shared the information with one another. This generated more interest in the offer than anticipated. CiCi's now is in the planning stages of a second text-message promotion that will offer one free pizza buffet with the purchase of an adult buffet.

*"The response to the mobile campaign is amazing. Our goal now is to design a national text-message campaign to help CiCi's Pizza."*

Jerry Sprecher, Owner  
Money Mailer of South Las Vegas, NV

