

NewMoversMail.com helps Overstreet attract new movers to Round Table Pizza

For any consumer business, getting new faces in the door every day, week in and week out, is important. In the fast casual restaurant industry, it's a must. Local customers who receive great service from their neighborhood restaurants will come back again and again...but how do you get new people to try that restaurant in the first place? Programs targeting people who have just moved into the area are the way to go, if done correctly.

For Round Table Pizza, their San Francisco Bay Area ad agency, Overstreet Associates, was doing a good job at bringing in new customers. But they wanted to increase that traffic. Overstreet was already running a shared mail campaign (sharing mailings with offers from other advertisers), along with door-to-door distributions and point of sale promotions.

More than 40 million people move within the United States every year.

But they also understood the value of people moving into Round Table's trade areas. According to the US Postal Service, more than 40 million people move within

the United States every year. Once they're in their new homes, 80% of them try new products and services, and 80% redeem coupons before, during, and after their move.

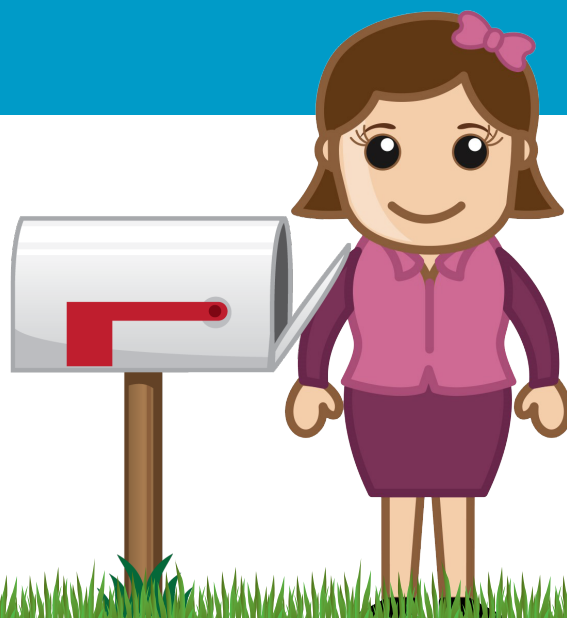
Overstreet knew they'd eventually reach these new movers with their shared mail campaigns...but as Overstreet Sales Account Executive Lena Vo says, "That doesn't necessarily mean they're going to become our customers." In fact, within the first couple of weeks of their move, many people set their buying (and pizza eating) habits.

CEO Scott Overstreet agrees. He illustrated his agency's desire to get Round Table messaging into new movers' homes quickly: "My girlfriend moved in November 2014, and as of February 2015, she's still getting 'Welcome to the neighborhood' mailings from some of the major grocery chains." He explains that these cards are all but useless now, since his girlfriend has long since made her decision on where to buy groceries. "They've missed their chance to make her a regular customer."

That's why he feels it's so important to get to new movers within their first few weeks in their new homes. And that's where NewMoversMail.com came in.



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Fresher Data, Stronger Partner

Lena says that it was important to Overstreet to find a one-stop shop to handle their new mover campaign. She says that what Overstreet does, it does well, "But we're not a printing facility." She and her team needed to find a new movers direct mail service that included the printing, and other steps to finish the campaign.

Even more important: fresh data. In order for a new mover campaign to be successful, fresh data is crucial. This can make the search for the right partner a frustrating one. Most companies Overstreet considered were pulling their data and only mailing monthly or at four- to five-week intervals -- a time period that would miss the key window of opportunity for the new movers market, Lena and her team felt.

When they found NewMoversMail.com, the service ticked all of those boxes. First, NewMoversMail.com offered everything (from print to mailing) in-house, eliminating the need to outsource tasks to multiple sources.

But it was the company's unique data collection system that sealed the deal. Lena says, "Looking at different companies that provide direct mail campaigns aimed at new movers, what struck us the most was the freshness of NewMoversMail.com's list."

Thanks to unique partnerships with data collection firms, NewMoversMail.com is able to send mail weekly. Scott explains why that's so important: "With new movers, if you're not in that mailbox within the first couple of weeks of them being in the residence, they've already made their decision on where to buy their pizza."

Overstreet quickly chose NewMoversMail.com to handle their new movers campaign, and created a test run for a couple of interested Round Table franchisees.



Service + Technology = A Winning Team

Once the new campaign was underway, Overstreet's team became even more impressed. Vo notes that there was a learning curve for all three early on, adding, "The NewMoversMail.com team answered our questions quickly so we could pass those answers along to our clients."

The NewMoversMail.com website was also a big help, allowing Overstreet Associates to show franchisees new mover numbers in select zip codes – a great way to show them the potential number of new mover customers the campaign could attract. This information also helped put a dollar amount on those new mover numbers, to make the data relevant to store owners.

This combination of service and technology made the campaign easy to manage...but it was the response that really blew Overstreet's team away.

Great Data, Great Response

“The best feedback is that these customers are signing up for our loyalty program, and are in such a good mood to start with that they have very positive experiences of our store!”

The test campaign ran in October 2014, and was a big success -- which got other Round Table Pizza franchisees talking. By February 2015, 55 stores had enrolled in the program. Overstreet posted each store's redemptions for all Round Table owners to see, providing a vivid illustration of the program's ROI.

The Round Table campaign consisted of two coupons. The first offered a free medium two-topping or small one-topping pizza, and was designed to bring new movers into the store. The second coupon offered a smaller item, such as free breadsticks, to bring the customer back for a second visit.

Thanks to the freshness of NewMoversMail.com's list, the strategy worked. Round Table's first new mover participant got a 3% response rate in the first month; by the second month, that rate jumped to 7%. "That's awesome for direct mail!" says Lena. "It [NewMoversMail.com] pretty much sells itself."

Other stores also saw great response rates. After two months of mailings, a San Diego, CA store saw a 3.7% response rate; in Huntington Beach, CA, redemptions hit 6.7%; and in Tacoma, WA the rate was an incredible 10.7%.

And customers aren't just grabbing the free pizza and disappearing. One Round Table franchisee says, "The best feedback is that these customers are signing up for our loyalty program, and are in such a good mood to start with that they have very positive experiences of our store!"

The success of the NewMoversMail.com campaign for franchisees hasn't gone unnoticed by Round Table corporate, which is planning to join the program soon. Scott Overstreet notes that this success is largely due to NewMoversMail.com's data program.

"The NewMoversMail.com program helped fill a niche we didn't offer," he says. "From the freshness of the data to the fantastic NewMoversMail.com website, tools, and ease of use, this really has been a successful program. We'd definitely recommend it to others looking to tap into the new movers market."



Client: Overstreet Associates, San Francisco, CA

Campaign: Round Table Pizza

Stores Participating: 60

Offer: Free pizza; Follow-up offer of free breadsticks

Response: 3.7% to 10.7%



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