

Round Table Pizza Attracts New Movers With the Help of NewMoversMail.com

West Coast pizza chain Round Table Pizza had several successful marketing campaigns going, run by San Francisco-based ad agency Overstreet Associates. Their marketing channels included a marriage mail program, door-to-door distributions, and point of sale promotions. But they were neglecting the lucrative new movers market, and were looking for a sure-fire way to target those potential customers at the exact moment when they were ready and willing to buy.

Being able to attract new movers would make the process of creating lifelong customers far easier; instead of trying to change customers' buying habits, they could create new ones as soon as people moved into their market areas. While Overstreet's existing marriage mail program would eventually reach those people, by then many of them would have already chosen where to go for pizza, reducing the effectiveness of the campaign.

Understanding the importance of getting their messaging in front of new movers within their first few weeks in their new homes, Round Table gave Overstreet the green light to start looking for a solution.

Overstreet Searches for Round Table's New Partner

One issue with most new mover direct mail programs became apparent as soon as Overstreet started their research: The freshness (or lack of freshness) of their lists.

Scott Overstreet, owner and CEO of Overstreet Associates, says finding the right program for Round Table was a challenge for his team. "Most of the companies we looked at were pulling their data at four to five week intervals," he says. "That's far too long – with new movers, if you're not in that mailbox within the first couple weeks of them being in the residence, they've already made the decision."

In their search, Overstreet came across NewMoversMail.com, and was struck by their data program – and their ability to have the first mailing out within two weeks of a new resident moving into their home.

Overstreet even mentioned NewMoversMail.com to some of the large direct mailers they'd contacted during their search. Scott describes their usual reaction: "They said, 'We don't know how they're getting their information so quickly, because it takes us about five weeks to get new mover information.' That's what really impressed us; as big as these other direct mailers are, they can't get their data as fast as NewMoversMail.com."

Also high on Overstreet's priority list was finding a one-stop shop for Round Table's new mover campaign. NewMoversMail.com impressed them here, too, offering everything from design to print to mailing in-house – eliminating the extra time and expense of adding a printer to the mix.

They decided to give NewMoversMail.com a try, and two Round Table franchisees hopped on board for the initial test run.

A Response Rate that Speaks for Itself

Round Table ran their test campaign in October 2014, using NewMoversMail.com to send two coupons to new movers. One coupon was for a free medium two-topping pizza or small one-topping pizza (to get new movers in for that initial visit to the store); the other offered a smaller item, such as free breadsticks with the next purchase, 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% – a very strong showing for a direct mail campaign.

This initial success got other Round Table franchisees talking. Thanks to NewMoversMail.com's online reporting tools, Overstreet could monitor each store's redemptions and report them to store owners – both those in the program and those still on the fence. By February 2015, 55 stores had enrolled in the program.

The great response rates continued for these newly-enrolled stores. 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%.

Better yet, 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 attributes this success largely 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."