

CASE STUDY

How Elephants Deli Used a Day-Shift Offer to Change Customer Behavior

Elephants Deli

Industry: Quick Service Restaurant

Location: Portland, OR

Size: 7 locations



Company Bio

Elephants Delicatessen is a local delicatessen and catering company based in Portland, Oregon, established in 1979. When Elephants Delicatessen was founded, there were no specialty food stores in Portland—in fact, there were very few in the whole country. Elephants Delicatessen became a pioneer in gourmet innovations.

“Having customers opt-in to receive our messages and offers is the ultimate in permission. With that permission comes a great responsibility to deliver the most targeted, relevant, and valuable messages we can to ensure our loyal customers return again and again. Thanx ensures we hit the mark every time.”

- Cheyenne Terbrueggen
Marketing Manager, Elephants Deli



The Challenge

Elephants Deli wanted to get their weekday breakfast and lunch customers to visit on the weekend. They wanted to change customer behavior to visit on a different day of the week (the weekend) and promote brunch at their Corbett Ave. location.

By looking at their day-part data in Thanx, Elephants noticed that the majority of their traffic is during the weekdays. Most customers visit one of their seven locations throughout the Portland area to pick up their coffee and breakfast or lunch on the way to, and during the work day.

Elephants also noted from their data in Thanx that although their Corbett Ave. location is one of their most successful in terms of number of transactions and number of Thanx customer loyalty members, it is in a neighborhood and doesn't get a lot of weekend traffic.

The Solution

Based on their Thanx day-part and customer data, Elephants Deli decided to send a targeted day-shift offer to change customer behavior and promote brunch to their weekday customers.

Elephants used learnings from a previous offer they tested of a 10% off vs. a 20% off promotion, so they knew that a 20% off promotion appealed more to their customer base.

Elephants sent out a targeted email and SMS push notification on Friday to customers who had made previous purchases at one of their other locations on the weekdays to come for brunch during a weekend in July. Elephants sent the email and push notification with the 20% off promotion right before the weekend so Elephants would be top of mind with customers as they made their weekend plans. With this targeted offer, Elephants sent the right message at the right time to the right person.



“Every time I send a targeted offer with Thanx I learn from it. The robust data I get from our Thanx campaigns informs our decisions, helps make me a better marketer, and grows our business. That’s what it’s all about.”

- **Cheyenne Terbrueggen**
Marketing Manager, Elephants Deli

The Results



43% increase month over month in weekend traffic to Corbett Ave



50% increase in Thanx loyalty member sign ups

Elephants immediately saw a spike in their weekend brunch traffic at the Corbett Ave location increasing it by 43% over the previous month. They also saw a 50% increase in their Thanx customer loyalty member sign ups. An unexpected outcome of the offer was that they received direct feedback from these customers after they made their purchase. This feedback included feedback about the brunch offering and helped Elephants quantify that customers enjoyed their experience.

By the second weekend of the promotion, Elephants noticed that the initial enthusiasm for the offer had tapered off a bit. They sent a second “reminder email” to let folks know that the offer was expiring soon. Thanx enabled Elephants to send this email directly from the platform (no ESP required) and it did not include any direct offer, it simply reminded customers that the offer was still going on and immediately saw another spike in their weekend brunch traffic at the Corbett Ave. location. Elephants learned that staying top of mind with their customers drives behavior.

The brunch day-part offer was a success and helped Elephants shape their strategy to do more targeted day-part and week-part offers to their loyal customer base.

Thanx is an automated customer engagement platform for offline, multi-location businesses. Learn how we can help you engage your customers and generate revenue and positive ROI.

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