

CASE STUDY

# How Dewey's Pizza Increased Revenue by 20% with a Single Email

Dewey's Pizza

Industry: Full-Service Restaurant

Location: Ohio

Size: 25 Locations



## Company Bio

The first Dewey's Pizza opened in 1998 in Cincinnati, Ohio. The popular chain has locations in Cincinnati, Dayton, Cleveland, Columbus, St. Louis, and Kansas City. Dewey's fans love the open kitchen where they can watch their hand-tossed pizza being made with gourmet ingredients, then sit down and enjoy a craft beer, fresh salad, and one of their specialty pizzas with creative names like the Green Lantern or the Edgar Allen Poe. Dewey's describes themselves as "the Hendrix guitar solo of pizza—**except we never burn it!**"

"With offline marketing tactics being hard to measure, you often worry you're just spending money and hoping to get a good result. With Thanx, we're able to use targeted marketing to reach our most loyal customers and hyper-target segments of our audience to get an ideal result."

- David Igel  
Managing Partner, Dewey's Pizza



## The Challenge

When the team at Dewey's Pizza wanted to celebrate National Cheese Pizza Day and engage their customers, they knew they had all the ingredients for success with Thanx Campaigns.

Dewey's wanted to test a financially compelling offer to their entire customer base around a specific industry-related event: National Cheese Pizza Day 2017. Dewey's goal was to see if an offer with a call to action would get the attention of their audience, drive traffic into their locations, and result in incremental revenue. Essentially, they wanted a piece of the revenue (pizza) pie.

## The Approach

Based on the success Dewey's had from a \$5 off promotion they had sent on National Pizza Day in February, they knew they had an awesome opportunity to engage their loyal customer base and keep Dewey's top of mind on National Cheese Pizza Day. They wanted to test the impact of a special offer of \$10 off a 17" pizza. The goal was to drive traffic and revenue for their 25 locations (while not giving away too much margin) and surprise and delight their loyal customers.

The offer was sent to all of Dewey's Thanx loyalty customers and was available for redemption for one day only on National Cheese Pizza Day. This offer was special because Dewey's doesn't usually send an offer to everyone on their list but rather targets specific segments based on purchase or visit behavior. In honor of National Cheese Pizza Day, they wanted to send something special to everyone. Dewey's also doesn't usually offer such a substantial discount, so the promotion really caught the attention and the wallets of their loyal customers.

## Takeaway

Everyone has a Labor Day or 4th of July Offer. Dewey's doesn't want to do that—they want to stand out. Dewey's wants to do things that are cool, different and align with what their customers want. Dewey's will continue to focus on personalized and targeted campaigns by sending smaller, more targeted offers based on customer purchase data and behaviors, but will always align their offers to their goals to generate ideal results. Sounds like a recipe for success if we've ever heard one.

## The Results



**20%** increase in sales



**1 day** offer



**6%** redemption rate



“Thanx helps Dewey's gain a better understanding of our business. For example, seeing that the top 10% of our customers generate 25% of our revenue is something we couldn't measure before. In business, people often take their regular customers for granted—it's a given that they'll be back. However, in the last 2 years, competition in the industry has been fierce. Retaining our high value customers is essential. The data we get from our Thanx Campaigns highlighted that for us in a way we never had before.”

- David Igel  
Managing Partner, Dewey's Pizza

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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