

Text Message Marketing Case Study

FOOD & BEVERAGE

>> Text messages drive high marginal value purchases

COMPANY: Wendy's



CHALLENGE:

To increase location visit frequency and sales through text message promotions.

SOLUTION:

- Text message campaign launched at Wendy's franchise locations across five cities in the state of Connecticut.
- Promoted through in-store displays.
- Customers subscribe to receive weekly text message promotions.
- Text messages drive increased customer visits and order sizes.

RESULTS:

- The campaign subscriber list maintains an average growth rate (month over month) of 51.8%.
- Text message campaign exceeds 1,000 opt-in subscribers.
- Campaign increases sales of high marginal value items.
- 100% of opt-ins are generated from a mobile device.