

# CASE STUDY MEXICAN Restaurants

CASE STUDY



## OVERVIEW

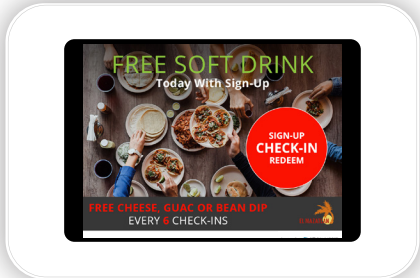
We work with all types of businesses, but Mexican Restaurants seem to flourish extremely well on the program. This study shows 3 examples of how typical Mexican restaurants use and profit from the communication platform.



**El Mazatlan Mexican Restaurants**  
7 total locations (\$11 avg ticket)

**AUTOMATED TEXTS** (first 60 days on program)

<b>Bounce Back Offer, \$2 OFF \$10</b> <i>(sent 1 day after signup)</i>	<b>4,923</b> messages sent	<b>599</b> redemptions	<b>12.2%</b> redemption rate	<b>\$6,589</b> est. revenue
<b>"Miss You" Offer, \$2 OFF \$10</b> <i>(sent 20 days with no visits)</i>	<b>3,340</b> messages sent	<b>526</b> redemptions	<b>15.7%</b> redemption rate	<b>\$5,786</b> est. revenue
<b>"Miss You" Offer, \$5 OFF \$25</b> <i>(sent 40 days with no visits)</i>	<b>2,303</b> messages sent	<b>232</b> redemptions	<b>10.1%</b> redemption rate	<b>\$2,552</b> est. revenue
<b>"Miss You" Offer,</b> Free Cheese Dip with purchase of 2 entrees <i>(sent 60 days with no visits)</i>	<b>835</b> messages sent	<b>49</b> redemptions	<b>5.9%</b> redemption rate	<b>\$539</b> est. revenue
<b>Google Review</b> <i>(sent 1 minute after 2nd check-in)</i>	<b>2,224</b> messages sent	<b>202</b> Clicks	<b>13.8%</b> Click-through	<b>187</b> reviews



**LOYALTY OFFER:**  
FREE Cheese, Bean or Guacamole every 6 Check-Ins

<b>34,264</b> All-Time Check-Ins	<b>57,846</b> Loyalty Completions
<b>37,468</b> Offers Redeemed	<b>\$412,148</b> Estimated Revenue

**TEXTALERT CAMPAIGNS** (Mass texts to subscribers)

2nd alert, 2 mths in

*El Mazatlan Alert: Get 15% OFF purchase now-Thurs! Can't be combined with other discounts. Click link to order online: tlcx.co/S187 Redeem @ kiosk. Exp \*\*/\*\*/\*\**

<b>2,530</b> messages sent	<b>240</b> redemptions
<b>9.49%</b> redemption rate	<b>\$5,280</b> est. revenue



3rd alert, 2.5 months in

*El Mazatlan Alert: Get 15% OFF purchase now-Thurs! Can't be combined with other discounts. Click link to order online: tlcx.co/S187 Redeem @ kiosk. Exp \*\*/\*\*/\*\**

<b>3,770</b> messages sent	<b>302</b> redemptions
<b>8%</b> redemption rate	<b>\$6,644</b> est. revenue



Phone :  
615.255.3199



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info@tlconnects.com



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# Sol Azteca Mexican Restaurants

3 total locations (\$11 avg ticket)

## AUTOMATED TEXTS (first 60 days on program)

**Bounce Back Offer, \$2 OFF \$10**  
(sent 1 day after signup)

<b>4,923</b> messages sent	<b>599</b> redemptions	<b>12.2%</b> redemption rate	<b>\$6,589</b> est. revenue
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**LOYALTY OFFER:**  
FREE Cheese, Bean or Guacamole  
every **5 Check-Ins**

<b>8,887</b> All-Time Check-Ins	<b>1,278</b> Loyalty Completions	<b>924</b> Offers Redeemed	<b>\$10,164</b> Estimated Revenue
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## AUBURN, KY TEXTALERT CAMPAIGNS

Sol Azteca Auburn Alert: {First Name} Buy one entree get one HALF OFF! Offer valid today & tomorrow! Can't combine with other offers. Redeem @kiosk. Exp \*\*/\*\*/\*\*

<b>1,070</b> messages sent	<b>28</b> redemptions
<b>2.62%</b> redemption rate	<b>\$528</b> est. revenue

Sol Azteca Auburn Alert: {First Name} Buy one entree get one HALF OFF! Offer valid today & tomorrow! Can't combine with other offers. Redeem @kiosk. Exp \*\*/\*\*/\*\*

<b>1,016</b> messages sent	<b>29</b> redemptions
<b>2.8%</b> redemption rate	<b>\$638</b> est. revenue

Sol Azteca Auburn Alert: {First Name} Buy one entree get one HALF OFF! Offer valid today & tomorrow! Can't combine with other offers. Redeem @kiosk. Exp \*\*/\*\*/\*\*

<b>765</b> messages sent	<b>35</b> redemptions
<b>4.58%</b> redemption rate	<b>\$770</b> est. revenue

## FRANKLIN, KY LOCATION (\$11 avg ticket)



**LOYALTY OFFER:**  
FREE Cheese, Bean or Guacamole  
every **5 Check-Ins**

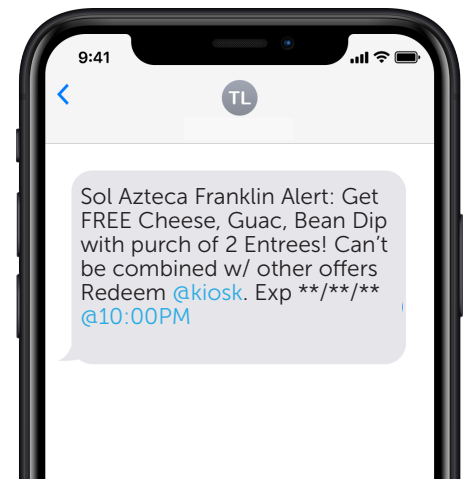
<b>7,584</b> All-Time Check-Ins	<b>962</b> Loyalty Completions
<b>635</b> Offers Redeemed	<b>\$6,985</b> Estimated Revenue

## TEXTALERT CAMPAIGN

Sol Azteca Auburn Alert: {First Name} Buy one entree get one HALF OFF! Offer valid today & tomorrow! Can't combine with other offers. Redeem @kiosk. Exp \*\*/\*\*/\*\*

<b>1,192</b> messages sent	<b>28</b> redemptions
<b>2.35%</b> redemption rate	<b>\$616</b> est. revenue

28 Redemptions/ 56 Guest minimum / results do not include additional sales of appetizers or alcohol. Minimum revenue generated \$616



## Cabrera's Mexican Restaurant Bowling Green, KY (\$11 avg ticket)



**LOYALTY OFFER:**  
FREE Cheese, Bean or Guacamole  
every **5 Check-Ins**

<b>7,062</b> All-Time Check-Ins	<b>747</b> Loyalty Completions	<b>517</b> Offers Redeemed	<b>\$5,170</b> Estimated Revenue
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## TEXTALERT CAMPAIGN

2/28/2019

Cabrera's Alert: Come in today thru Sunday and enjoy a FREE Soft Drink with your meal! Redeem @kiosk. Exp 03-03-19

<b>1,958</b> messages sent	<b>55</b> redemptions
<b>2.81%</b> redemption rate	<b>\$605</b> est. revenue