

What Satisfied SuddenValues Customers Have to Say About Our Service

“Sometimes, your customers just need to be reminded that you’re still there.”

-Kevin Behring, Owner/Operator, THREE BROTHERS PIZZA
Henderson, NV



Type of Business: Restaurant
In Business For: 3 Years

CUSTOMER PROFILE: THREE BROTHERS PIZZA

Challenge

Like many pizza places, Kevin’s primary source of advertising was sending coupons out through targeted mailings. He had done this since he opened in 2005, and had seen the redemption rate actually decrease over the years. There are many reasons for this, but one is that the pizza industry is an extremely competitive one, with customers who are unfaithful. If you do not stay in front of them, they try other pizza places- always looking for a better deal.

Solution

To stay in front of current customers by sending them offers regularly and enticing new customers to try their pizza.

Results

The results were measurable, bringing in 14-15 coupons a week from different customers, some current and a growing number of new customers.

The Experience

“I have been pleased with how SuddenValues has worked for my business. As you can see, I own the business, but I also work in the kitchen and behind the counter. Every dollar made is watched very carefully and I don’t invest in marketing without research and evidence of results. SuddenValues has exceeded my expectations and brings in as many customers as my other forms of marketing combined- but at a much lower cost. The main reason it has worked so well for me, is because it has given me a way to stay in front of my customers. Sometimes, your customers just need to be reminded that you’re still there.”

-Kevin Behring, THREE BROTHERS PIZZA

Industry Insight

- ROI for every \$1 spent on email marketing averages \$45.
- Coupon usage is up 70% over the last 6 months due to the economy.

TARGET MARKETING...REAL RESULTS!