

What Satisfied SuddenValues Customers Have to Say About Our Service

“I love that I can put enticing offers into my customers hands on a daily basis! What other form of advertising give you so much control as a business owner?”

Peter Shipman, Owner/Operator, Qdoba
Ann Arbor, MI



Type of Business: Restaurant
In Business For: Less than a Yr.

CUSTOMER PROFILE: Qdoba

Challenge

Centered in a college town, Qdoba had the perfect location-close to college students with plenty of disposable income. However, there was a lot of competition for that money, including countless other burrito restaurants in town. Peter Shipman, the owner of Qdoba, had tried Clipper and local print media and had seen little return.

Solution

Wanting to bring people through his door Peter posted several “free item” coupons that rewarded people for eating at his restaurant. An offer that has gone over really well with the college aged students is the, “free queso dip with two entrees,” and an offer that has gone over great with families has been the, “Free kid’s meal with the purchase of an adult entre.”

Results

Have been remarkable with over 100 coupon redemptions in the first week!

The Experience

I have been amazed by the power of the SuddenValues program. A part of me used to think that you had to be on the TV and the radio to be successful as a business, but I have realized that is not true. SuddenValues gives me a tool to keep current customers loyal, and equally important, it has helped me reach out to customers who have never tried my restaurant before. We got 100 redemptions in week one alone and they continue to come in. If you want something that works and works well, invest in SuddenValues for your business.

-Peter Shipman, Qdoba



41% of workers check their e-mail before going to work.

-America Online/Opinion Research Corporation

TARGET MARKETING...REAL RESULTS!