



Dairy Queen Customer Story

National Cheeseburger Day (9/18/2014)

This is a case study of a performance of a Dairy Queen Chill and Grill based out of Plains, PA. The owners implemented Mobiniti in October of 2013. This store was looking for ways to grow sales, and was looking for a successful way to bring in more traffic outside of traditional forms of advertising such as tv, newspaper or radio.

They chose Mobile Marketing to bring in more customers because it is much more cost effective, has a great success rate, and in comparison to any other form of advertising 90% of people open and read text messages generally within three minutes of receiving it – so they could be sure their message was getting to the people.



The Goal

- ▶ On National Cheeseburger Day, Dairy Queen wanted to promote their cheeseburger. Using their existing list of over 6,000 subscribers, the goal was to bring in fans to the location and increase same store sales.



The Approach

- ▶ Using the locations existing list of over 6,000 subscribers, Dairy Queen sent out the message with a Buy One, Get One offer. Knowing that most would also purchase a drink and fries, we agreed this promo would be successful



The Result

- ▶ The promotion was a huge success. They had received 90 mobile offer redemptions, with a total of \$665.74 brought in from just the text message promoting National Cheeseburger Day.

Get in touch



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