

Maggiano's Case Study

Super-Charging the Power of E-mail Marketing with High-Performance Landing Pages.

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BACKGROUND

Reap Marketing is an interactive marketing agency that supports Maggiano's Little Italy's digital marketing efforts. Maggiano's has 44 restaurants across the United States, and one international location in Saudi Arabia. The restaurant specializes in Italian-American cuisine, featuring both classic and contemporary recipes. It is owned by Brinker International, Inc. .

THE CHALLENGE

In April 2010, Maggiano's launched a new private label of wine in partnership with Ruffino. After the product launch, Maggiano's goal was to get customers into the restaurant to try the new wine. Reap Marketing set out to leverage Maggiano's e-mail database to drive traffic into the restaurant.

THE SOLUTION

Reap used Maggiano's extensive customer database to send out an e-mail offer that linked to a landing page created with ion. The offer reads, "Enter your information below to receive your coupon for a complimentary flatbread with the purchase of a glass of Ruffino Salute Amico."

Ruffino Salute Amico is the new wine offering launched by Maggiano's and Ruffino.

The e-mail traffic sent to the landing page began converting at an incredible 73% immediately, far above the industry average of 2 - 4% according to Fireclick and MarketingSherpa. "I think the conversion lift was a result of a perfect mix between an engaged audience, a fantastic product, a desirable offer, sharp creative design, and a highly relevant and targeted landing page created with ion," says Brice McBeth, marketing executive at Reap.

Because they were able to create a landing page that converted users at such a high rate, Maggiano's decided to put a link to it up on their Website home page. Almost a month after the initial launch, traffic on the landing page is still converting at 65%. This is likely due to its simple design, with a clear call to action.

"Because of the success with this campaign, we will continue to leverage highly-optimized landing page experiences created in the platform to drive guests to the restaurant for future special promotions such as private bookings. Additionally, we will use landing experiences created in ion's platform for ongoing efforts such as private bookings for corporate banquets and meetings," says McBeth.