



Personalization Software for Marketers

Case Study | Franchise Retail/Agency Partner



American Dairy Queen Corporation

#### About Dairy Queen

- [www.dairyqueen.com](http://www.dairyqueen.com)
- Minneapolis, MN
- Over 6,000 independently owned and operated franchise locations

#### Goals

- Build local customer email list for participating franchise operations
- Celebrate the 25<sup>th</sup> anniversary of The Blizzard® line of ice cream treats

#### Approach

- Boingnet partner DMC out of Tampa, FL ([www.YourDMC.com](http://www.YourDMC.com)) purchased and segmented lists for local residents near participating franchises and loaded into Boingnet
- pURL's generated & sent to printers for personalized postcards to be sent
- Boingnet Microsites created to collect respondent information in exchange for a coupon for a free Blizzard® Treat

#### Results

- Built & ran campaign within 3 weeks without IT support
- 19.28% response rate to postcards
- 44.56% of respondents filled out form and received coupon
- Drove a spike in store visits, sales – average of 450 new sales per location
- Created ongoing loyalty and recognition of the Blizzard® brand
- Similar non Boingnet postcard campaigns yielded roughly 2%

Franchise food retailer Dairy Queen and Boingnet partner DMC developed a hugely successful campaign to create local email lists, drive sales and brand recognition as a part of the 25<sup>th</sup> anniversary celebration of the Blizzard® ice cream treat.

Dairy Queen marketers were looking for a way to help build ongoing loyalty campaigns for their local franchisees, many of whom hadn't been effective in gathering email addresses of their customers. With the 25<sup>th</sup> anniversary celebration of the Blizzard® treat upon them, with national media buying occurring, they didn't have time or budget to develop a centralized solution with their corporate IT group. DQ marketers turned to Boingnet partner DMC out of Tampa, FL to develop a simple, cost effective multi-channel campaign focused on celebrating the Blizzard® and gathering email addresses for future use. "We were able to create, build and execute on a very effective personalized pURL, web microsite and postcard campaign in about 3 weeks using Boingnet" said Devin Herz, Founder and Creative Head at DMC. "Personalizing the postcards and offering the free Blizzard® through the personal URL microsite enabled us to hit historic response rates."



Personalization Software for Marketers

Case Study | Franchise Retail/Agency Partner



American Dairy Queen Corporation

#### About Dairy Queen

- [www.dairyqueen.com](http://www.dairyqueen.com)
- Minneapolis, MN
- Over 6,000 independently owned and operated franchise locations

#### Goals

- Build local customer email list for participating franchise operations
- Celebrate the 25<sup>th</sup> anniversary of The Blizzard® line of ice cream treats

#### Approach

- Boingnet partner DMC out of Tampa, FL ([www.YourDMC.com](http://www.YourDMC.com)) purchased and segmented lists for local residents near participating franchises and loaded into Boingnet
- pURL's generated & sent to printers for personalized postcards to be sent
- Boingnet Microsites created to collect respondent information in exchange for a coupon for a free Blizzard® Treat

#### Results

- Built & ran campaign within 3 weeks without IT support
- 19.28% response rate to postcards
- 44.56% of respondents filled out form and received coupon
- Drove a spike in store visits, sales – average of 450 new sales per location
- Created ongoing loyalty and recognition of the Blizzard® brand
- Similar non Boingnet postcard campaigns yielded roughly 2%

Franchise food retailer Dairy Queen developed a hugely successful campaign to create local email lists, drive sales and brand recognition as a part of the 25<sup>th</sup> anniversary celebration of the Blizzard® ice cream treat.

“Partnering with Boingnet was a breeze” said Herz. “Boingnet is set up for digital agencies and printers to run multiple campaigns, and give each client their own reporting log in” Similar Dairy Queen campaigns in the past had generated roughly 2% response rates (print campaigns without personalized landing pages). After establishing a goal of a 6% response rate, the DMC team was able to generate a 19.28% response to the postcards. Of the responders, 44.56% completed the form and received their coupon. Local franchise operators reported a huge spike in sales associated with the coupon, averaging 450 new customers visits per door. Consider Herz a big fan of personalization, Boingnet style “We blew away our goals, built our email lists and made money for our franchise operators. We couldn’t be happier.”

**May Family Pass**  
Discounts for you and your family!  
Up to \$5.00 off!

**Thank you for stopping by!**  
DQ Dave & The DQ Gang  
P.S. Be sure to bring in this coupon below to receive a **FREE BLIZZARD** anytime before **May 31st!**

**Print This Coupon Out & Bring In to Store**  
**CLICK ON COUPON!**

**FREE BLIZZARD**  
ANYTIME BEFORE MAY 31  
**Print This Coupon & Bring In To**  
1018 West 7th St., Auburn, IN 46706  
Offer expires May 31, 2010.  
\*One Coupon Per Customer. Cannot Be Combined with Other Offers.

**CLICK ON COUPON TO PRINT**

**DQ** 1018 West 7th St., Auburn, IN 46706 • 260.925.1233