

Personalization Software for Marketers

Case Study | Franchise Retail/Agency Partner



About Dairy Queen

- 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 25th anniversary of The Blizzard ® line of ice cream treats

Approach

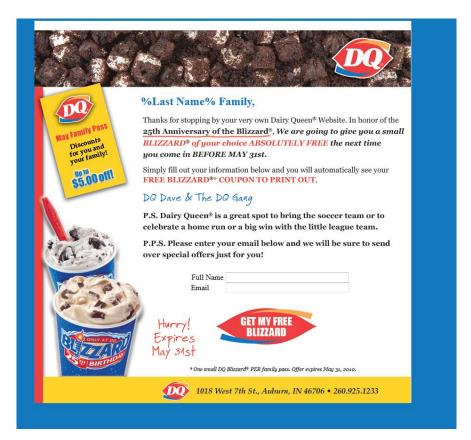
- Boingnet partner DMC out of Tampa, FL (www.YourDMC.com) purchased andsegmented lists for local residents near participating franchises and loaded into Boingnet
- pURL's generated & sent to printers for personalized postcards to be sent
- Boingnet Microsites created to colllect respondent information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

Results

- Built & ran campaign within 3 weeks without $\ensuremath{\Pi}$ 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 25th 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 25th anniversary celebration of the Blizzard® treat upon them, with national media buying occuring, 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."





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American Dairy Queen Corporation

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"Partnering with Boingnet was a breeze" said Herz. "Boingnet is set up for digitlal 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 franshise 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."

