



Couch Tomato Mobile Marketing Case Study

The Couch Tomato Café is a family-style restaurant in Philadelphia, PA that offers wraps, dips, gourmet pizzas and more for take-out or delivery. They also cater throughout the Philadelphia area..

Objective:

For the past six years, Mosmen tried various forms of marketing, including direct mail, online, local papers, magazines and more. He found that coupon books such as Val Pack and similar local books worked best, because you can actually track the results of a certain promotion to see what works and what doesn't.

Implementation:

He sent a special offer just for SMS subscribers:

**Special Offer* til March 31st; mention text - FREE QUESADILLAS with purchase of any Pizza AND Salad!!*

Outcome:

The offer was good for seven days, and the response was excellent. To track their ROI, Mosmen totaled the number of tickets from Friday of that week. **He estimates they had about 70 extra orders compared to an average Friday. With an average order value of \$15, this is an excess of \$1050!** And this was just one of the seven nights the offer was running.

After such a great response, The Couch Tomato Café plans to send more exclusive offers for text members on a monthly basis. Mosmen wants to keep the offers a novelty, so his customers never know when to expect the next one.