

## FEATURE

## BENEFIT

### 100% TURNKEY

A dedicated Marketing Coordinator (MC) will be assigned to evaluate and fulfill your establishment's needs, and should be considered an extension of your marketing team. Your MC will streamline the project's process from inception to completion, eliminating your need to work with multiple vendors. Your MC will help you assess your target market, develop offers that will yield returns, work with designers and printers, and track promotional activity to ensure your promotion is effective, efficient, and profitable.

### DESIGN AND PROMOTIONAL DEVELOPMENT

Take advantage of Clever Returns' experience in marketing hundreds of establishments in the hospitality industry, a testament to our successful marketing programs. Our direct mail projects have produced more than a 7% response rate—over three-times the industry average—because of our unique and thorough approach.

### POS SET-UP

We will handle everything for you, including the skills of our Technical Support Specialist, to ensure that your POS data arrives accurately and on time.

### TARGETED LIST ACQUISITION

After researching and creating a highly targeted mailing list that corresponds to your unique marketplace, the transactional data will be analyzed and allow us to further target future recipients, while you benefit from continued increases in ROI on subsequent mailings.

### PREDICTIVE ANALYSIS

Since we analyze your POS data and tie unique demographics to each piece of mail, we are able to determine which demographic resulted in the highest response rate, spend average, and returning customer base. We will show you how to target those groups for future mailings, making each promotion more successful than the last.

### PRINTING AND FULFILLMENT

Clever Returns passes along the savings from our exclusive relationships to you, so you reap the rewards of our vast purchasing power.

### DATA ENTRY

Clever Returns handles all of the data entry components of the campaign for you and formulates a database on each promotion. These databases are the property of our clients and are held confidentially and never extended to third parties.

### TRACK & MEASURE RESULTS

By analyzing your POS data, we are able to report long- and short-term return-on-investment results directly attributable to your direct mail campaign. We will monitor your POS data to show you immediate revenue generated by your promotion, while also continuing to monitor the long-term results and the incremental revenue generated from your new customer base well after the promotion has ended.

### POST-ANALYSIS

You will have online access to the results of your promotion. The post-analysis reporting will be comprehensive and include vital information, such as: response rate, spend detail and averages, total revenue generated, payment types, new customer acquisitions, changes in spending patterns, tracking of repeat visits, and much more! These results will be used to further target your market and construct future promotions which will increase response rates and revenue.

### PAYMENT (DINERS CLUB/DISCOVER CARD TRANSACTIONS)

No out-of-pocket expenses

### MULTI-CERTIFICATE & MULTI-ESTABLISHMENT MAILINGS

Reach thousands of prospective customers for a fraction of the cost by taking advantage of economies of scale. The number of savings certificates you advertise is up to you. Your representative will help you divide the total cost of the mailing among other local businesses while you continue to get the greatest bang for your buck. Or create your own annual calendar of savings for your establishment to be dispersed monthly or quarterly dropped in multiple mailings to your ever-changing neighborhood demographic. Whether you share the spotlight with your neighboring establishments to drive traffic to your shared area or reach a greater quantity of residents more frequently, multi-certificate advertising makes complete economic and marketing sense.