

SUCCESS STORY / DIGITAL MARKETING

Upscale Restaurant

Campaign Highlights:

OBJECTIVES: This high-end restaurant wanted to attract the attention of their target audience who enjoys fine dining

TACTICS USED: Email Marketing

DURATION: Annual campaign with 1 targeted email blast per month

MARKET: Southern USA

Strategy & Solutions:

- To drive high-value customers to the restaurant, we implemented a targeted Email Marketing campaign focused on individuals interested in fine dining, gourmet food, wine, and executive-level lifestyles
- Each month, the email content is tailored to highlight seasonal specials, exclusive dining experiences, and curated wine pairings to keep engagement fresh and relevant

Results:

119K
Monthly Emails
Delivered

24.7K
Email Opens
(20.78% open rate,
while the industry
average is 12-15%)

3.4K
Website Visits
(2.84% click through rate,
which is almost double
the industry average
of 1.5%)

These results confirm that the campaign effectively reached and resonated with the right audience, driving engagement and website traffic.

