



HOW ALBERTSONS GREW ITS CHOICE BEEF SALES

with Straighttxt

THE PROBLEM

INCREASE SALES OF CHOICE BEEF

Albertsons, a food and drug retailer with over 600 locations, set a marketing objective to grow its sales of Choice Beef. After considering multiple approaches, the decision was made to use a sweepstakes strategy combined with electronic coupons.

THE SOLUTION

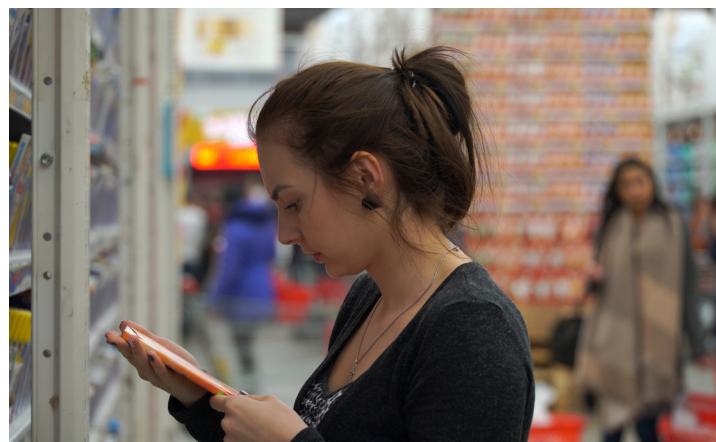
LEVERAGING STRAIGHTTXT

After selecting Pocketstop as their communications technology partner for the project, the team worked together and developed a multi-step sweepstakes format. Consumers would be able to enter multiple times for multiple sweepstakes entries. Upon initial registration, they would immediately receive their first coupon via text. A follow-up coupon was sent two weeks following their initial entry.

THE RESULTS

12% OFFER REDEMPTION

The successful campaign met anticipated goals and over 36,000 coupons were distributed. Redemption of text coupons exceeded the other mediums at 12% compared to 5% for email and on package coupons.



HIGHLIGHTS

- **Full service** – Entire promotion managed through Pocketstop's Text Marketing platform
- **Marketing data collection** – Participants were required to provide their ZIP code to receive coupons via interactive response
- **Campaign restrictions** – Limit of one entry per day accomplished using a "Restriction Message" through the Text Marketing platform
- **Ongoing interaction** – Five additional coupons were automatically distributed to all participants over the three month campaign period



Get the right message to the right people at the right time.

To schedule a custom, 15-minute demo, go to pocketstop.com/request-a-demo or call 877.840.2444.