



CASE STUDY

Pizza Salvatoré

Success with all the toppings



Famed pizzeria supported its rapid expansion by capturing new markets and optimizing existing ones using direct mail.

Pizza popularity

Pizza Salvatoré is a proudly Canadian institution. Founded in 1964, the family-run pizzeria hand-tossed its way into the hearts (and stomachs) of locals with amazing pizza and a famed buffet that drew hungry customers through its doors for years.

In Canada, pizza is a popular marketplace. From fast food to frozen, an incredible 8 in 10 Canadians reported having eaten pizza at least once in the last month. That kind of popularity means success is about more than taste and price – it often depends on what brand develops a marketing strategy that keeps existing customers and locates new customers more efficiently than the competition.

“

Precision Targeter™ has allowed us to increase the accuracy of our advertising's targeting – ensuring we only reach customers who we believe to be most interested in our brand.”



Isabelle Lafond
Marketing Manager,
Salvatoré

To learn how Canada Post can help you optimize your marketing strategy, go to canadapost.ca/smm.



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A tasty opportunity

When the COVID pandemic ended in-store dining, Pizza Salvatoré almost instantly lost half of its revenue. That's when the five owners – all grandchildren of the founder – got to work. They went all-in on delivery, hiring 200 drivers and launching an intensive promotional campaign with direct mail as the centrepiece.

In less than two months, deliveries were not only making up for lost revenue, but also opening the door to a world of new opportunities across Canada.

Just three years after its pickup/delivery pivot, Pizza Salvatoré operates more than 70 restaurants with 2,500 team members in Quebec, New Brunswick, Nova Scotia, and arriving soon in Ontario. While exciting for the family, that kind of explosive growth has come with new challenges to sustain it.

The company had been successfully using Canada Post Neighbourhood Mail™ as part of its marketing mix for years. But as the pressure to keep existing customers happy and entice new ones became the focus, Pizza Salvatoré looked at what more direct mail could do for them.

Hunger for direct mail

Pizza Salvatoré has always had a hunger for direct mail – sending out nearly 900,000 menus via Neighbourhood Mail to customers every month.

Neighbourhood Mail is perfect for restaurants looking to connect with every home and apartment in specific neighbourhoods or regions across the country. It can be further enhanced by employing Precision Targeter™, an interactive tool that explores targets based on 14 demographic categories like age, income and life stage.

Additionally, the Canada Post data visualization tool overlays numerous data sets (e.g., existing customer data, store locations, previous mailing locations, competitor data, mobile tracking data). That allowed Pizza Salvatoré to see multiple new opportunities on geographic maps. By doing so, they identified and targeted under-exploited areas where competition was weak as well as promising new areas to target with direct mail.

The table was set for success.



Taste for success

Needless to say, direct mail offered a taste of success.

After optimizing their direct mail campaign for each location's target market, the pizza chain's weekly orders have increased by 5%. Since delivery now accounts for 90% of sales, that's an extra-large accomplishment.

Additionally, Pizza Salvatoré decided to test its creativity. In March 2023, the company tested an oversized direct mail piece that highlighted coupons instead of the menu. As a result, sales jumped a further 6% over the previous month.

"For us, direct mail is a powerful tool to generate sales. The trick? You have to take the time to do it right," Lafond said.

Campaign at a glance

Service: Canada Post Neighbourhood Mail™

Mail format: 900,000 monthly menus, coupon flyers, QR codes

Targeting tools: Precision Targeter™, customer profiling, foot traffic analysis, Canada Post Data Visualization tool

Period: 2022-23

Results:

- 5% year-to-year growth in weekly orders.
- 6% month-to-month increase in sales compared to the previous month after promotional coupons were added to mailings.

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