

On Target Marketing

Email Marketing on Demand



Case Studies



Spaghetti Warehouse



Enjoy Great Tasting Italian Food!

A WAREHOUSE FULL OF FOOD, FRIENDS & FUN

Bring the whole gang or just a few friends and enjoy traditional Italian food for lunch or dinner.

Buy One Get One

FREE

Lasagne or Original Recipe Spaghetti

With purchase of Lasagne or Original Recipe Spaghetti and beverage.

Served with fresh baked Sourdough Bread and choice of Bottomless Fresh Garden Salad or Savory Soup.



LUNCH & DINNER

Offer expires May 12, 2010

CLICK HERE TO ACTIVATE COUPON



Our Incredible 15-Layer Lasagne

36 West 5th Street
Dayton, OH 45402
(937) 461-3913

www.meatballs.com

Don't forget to forward to friends and family

Spaghetti Warehouse

ROI Calculator

Total Records Deployed	71,286
Total Opens	3,216
Total Clicks	1,060
Open Rate	4.51%
Click/Open	32.96%
Total Coupon Views	4498
Viral %	324%
Total Prints	2,242
Prints/Views	49.84%
Estimated Redemptions (50%)	1121
Cost of Email Campaign	\$4,277
Average Income per order	\$10
Total Income First Visit	\$11,210
First Visit ROI	262%
Lifetime Customer Value	\$50
Lifetime ROI	1310%

Wood Ranch BBQ & Grill



MOTHER'S DAY IS SUNDAY, MAY 9.
"SHOW THE LOVE" WITH
WOOD RANCH CATERING!



FREE

APPETIZER OR DESSERT WITH
PURCHASE OF AN ENTREE



Expires June 19, 2010.

GET PRINTABLE COUPON

This is not a redeemable certificate.
Please [click here](#) to print actual certificate.



WE CATER FUN PARTIES!



From casual parties at your home or office to memorable weddings, corporate events, graduations, and especially Mother's Day, Wood Ranch Catering offers a savory selection of American and BBQ favorites sure to delight everyone's taste...and budget!

ORDER ★ RELAX ★ ENJOY


800.589.RIBS
woodranch.com

Wood Ranch BBQ & Grill

ROI Calculator


Total Records Deployed	115,773
Total Opens	7,555
Total Clicks	1,439
Open Rate	6.53%
Click/Open	19.05%
Total Coupon Views	2001
Viral %	39%
Total Prints	1,047
Prints/Views	52.32%
Estimated Redemptions (50%)	524
Cost of Email Campaign	\$5,789
Average Income per order	\$15
Total Income First Visit	\$7,853
First Visit ROI	136%
Lifetime Customer Value	\$75
Lifetime ROI	678%

Backyard Burgers



MAY IS

NATIONAL BURGER MONTH



CLICK for COUPON!

**SOME HOLIDAYS CELEBRATE PRESIDENTS.
THIS ONE CELEBRATES MEAT.**

May is National Burger Month. So to celebrate, we're giving away all things burger, all month long. All you have to do is **register to win** at backyardburgers.com or at any participating Back Yard Burgers location, and you can win Weber Grills, Backyard Grill Kits, Gift Cards and more! Hey, presidents and Columbus have a holiday – why not burgers?

Backyard Burgers

ROI Calculator

Total Records Deployed	186,942
Total Opens	5,536
Total Clicks	2,775
Open Rate	2.96%
Click/Open	50.13%
Total Coupon Views	4584
Viral %	65%
Total Prints	2,954
Prints/Views	64.44%
Estimated Redemptions (50%)	1477
Cost of Email Campaign	\$9,347
Average Income per order	\$10
Total Income First Visit	\$14,770
First Visit ROI	158%
Lifetime Customer Value	\$50
Lifetime ROI	790%

Palm Restaurant



RESTAURANT WEEK AT THE PALM

Every week through the last week in May!

Enjoy the classic taste of The Palm with a dinner for just **\$39⁹⁵** per person

Join The Palm for our own Restaurant Week Menu. This promotion is available through May 31st. Enjoy your choice of a starter, entree, and sides for \$39.95 per person. Entree choices include a 9 oz Filet Mignon, 12 oz NY Strip, and fresh Halibut Filet. Our steak and seafood classics are fresh, hearty and satisfying. Do not miss this event.



Enjoy the Classic Taste of The Palm
with a Dinner for just **\$39⁹⁵** per person

Available now through May 31st

[GET PRINTABLE CERTIFICATE](#)

This is not a redeemable certificate.
Please [click here](#) to print actual certificate.

CHOICE OF STARTER

Palm Salad – iceberg, romaine, baby greens, radish, scallions and beefsteak tomatoes
Traditional Caesar Salad | Lobster Bisque

CHOICE OF ENTRÉE

No substitutions please

Filet Mignon – 9 ounce with jumbo lump crabmeat and hollandaise sauce
served with grilled asparagus and three cheese potatoes

New York Strip au Poivre – Aged USDA Prime 12 ounce with brandy peppercorn sauce
served with sweet potato fries and creamed spinach

Pan Roasted Wild Alaskan Halibut Fillet with mango avocado salsa and balsamic reduction
served with lemon orzo pilaf and haricot verts

SUGGESTED WINE PAIRINGS

The Flora Springs "Soliloquy Vineyards" Sauvignon Blanc, Oakville 2007/08
The Swanson, Merlot, Napa Valley 2005

Available now through May 31st

[Click Here for Certificate](#) Don't forget to share with your family and friends!

Restaurant Week Menu is available through May 31, 2010 at all Palm locations excluding London, Mexico City and The Palm Bar & Grille at JFK Airport. East Hampton is offering the Restaurant Week Menu Sunday-Friday only. New York locations serve a 14 ounce New York Strip. Price does not include beverage, tax, or gratuity. Cannot be used with any other offers, B37 Club birthday or promotional certificates. Dine in only. No substitutions please.

Palm Restaurant

ROI Calculator

Total Records Deployed	108,974
Total Opens	4,979
Total Clicks	829
Open Rate	4.57%
Click/Open	16.65%
Total Coupon Views	2046
Viral %	147%
Total Prints	1,210
Prints/Views	59.14%
Estimated Redemptions (50%)	605
Cost of Email Campaign	\$6,538
Average Income per order	\$80
Total Income First Visit	\$48,340
First Visit ROI	739%
Lifetime Customer Value	\$250
Lifetime ROI	2313%



**Contact your
PAI On Target Marketing
Representative,
visit www.EmailOnTarget.com,
or call **855.214.2134**
to learn more about our
“on-demand email marketing”
program that can only help your
business reach new heights.**

You’ll be glad you did!