

# JERSEY CITY, NJ CAFE E-MAIL MARKETING CAMPAIGN



THE COFFEE BUSINESS IS COMPETITIVE. EVERY CITY HAS DOZENS OF COFFEE SHOPS COMPETING FOR CUSTOMERS. THEY OFFER EVERYTHING FROM TRADITIONAL ESPRESSO TO NITRO-BREWED ICED COFFEE. NEW CAFES POP UP ALL THE TIME, OUTDOING EACH OTHER WITH THE LATEST AND GREATEST SPECIALTY BEANS AND BREWING METHODS. ONCE A COFFEE SHOP HAS A CUSTOMER, IT WANTS TO KEEP THEM COMING BACK. BUT WHAT CAN YOU DO WHEN THEY DON'T?

**47%**

VISITED WITHIN ONE DAY  
OF SEEING THE AD

**13K+**

CUSTOMERS VISITED WITHIN 30 DAYS

**2.9**

AVERAGE NUMBER OF TIMES  
CUSTOMER RETURNED