**Case Study:** The Angel Inn (Oct 2016)

**Overview**

The Angel Inn is a Hotel & Restaurant in Hetton Skipton.

**Campaign**

The campaign was to promote a special offer to is previous customers via a direct mail postcard campaign. The promotion was selling a 3 night package in Jan/Feb/Mar.

The hotel supplied a database 2700 contacts which Stannp.com cleaned and verified the data with its free internal algorithms.

Stannp.com dispatched A5 duplex colour postcards on 300gsm paper.

The campaign was dispatched on 1st November and landed on the doormat 2 working days later.

**Cost:**

2,700 cards @ 41p = £1,107 + VAT

Campaign break even = 4 sales

**Results**

Sales achieved = 57 sales

Total Revenue = £24,000+

**Client Comments**

*“The response has been so good that we have run the same campaign to a further 2500 contacts whose last stay was 2011 – 2013 and we have reached 57 sales which should gross £24000 less the cost of sending the offer plus give-aways within the offer*

*I am absolutely delighted and will certainly be using again, especially for Christmas menu’s etc ”*

*Pascal Watkins*

*The Angel at Hetton*



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