

PROJECT EXPERTISE

List-Building Data Capture for Restaurants

Timing is everything in the restaurant business: greeting your guests after they've been seated, providing menus, re-filling drinks. Similarly, there's an optimal time to ask your guests to join your email club - **while they're still in the restaurant**. Once they've left the premises, your opportunity to enroll them drops dramatically. Paper-based opt-in sign-up slips remain a time-proven means to capture your guests' interest in your brand. **TDEC provides everything you need to grow your email list on site.**

ONLY \$12 PER LOCATION + \$0.12 PER SLIP

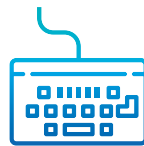
TDEC has entered over 100 million records (each record containing multiple fields), within 48 hours receipt and 98% accuracy, allowing restaurant clients faster access to market to their growing databases through email.

HOW IT WORKS:



1. SUPPLIES SENT TO RESTAURANTS

Materials include customized opt-in sign-up forms (with multiple fields), instructional BOH poster and pre-addressed stamped and store-specific envelopes.*



4. DATA ENTRY WITHIN 48 HOURS

TDEC staff scan completed forms and key the data from scanned images. Captured data is submitted to quality control processes.



2. RESTAURANT ENROLLS GUESTS

Restaurant staff promotes email club to guests and collects completed sign-up forms in the envelopes provided.



5. UPLOADED TO RESTAURANT'S DATABASE

Final data is uploaded to the restaurant company's email platform database and assigned to the specific location for targeted mailing.



3. COMPLETED SIGN-UP FORMS RETURNED

Restaurant staff sends the pre-addressed stamped envelope back to TDEC with the completed forms on a weekly basis.



6. INFORMATION READY

New members will begin to receive any automated messaging (welcome, birthday or other emails) and be included in upcoming campaigns..

*Supplies re-filled on-demand via online form or email.



100+ MILLION
RECORDS ENTERED

100%
ON TIME

98%
ACCURACY

FOR MORE INFORMATION, CONTACT DENNIS DUFOUR AT DDUFOUR@TDEC.COM OR 301-718-0703