

## 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 99.6% 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 back-of-house 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 refilled on-demand via online form or email.



**100+ MILLION**  
RECORDS ENTERED

**100%**  
ON TIME

**99.6%**  
ACCURACY

**FOR MORE INFORMATION, CONTACT DENNIS DUFOUR AT [DDUFOUR@TDEC.COM](mailto:DDUFOUR@TDEC.COM) OR 301-718-0703**