



# The Acclaim Birthday Circle™

**New Customers Every Month-Delivered.**

Bring in high-spending, ready-to-celebrate guests with a turnkey birthday marketing program designed to consistently fill tables and drive measurable ROI.

## WHAT'S INCLUDED:

- ★ Laminated, full-color postcards mailed to top local birthday prospects
- ★ Personalized with each recipient's name and birthday month
- ★ Targeted list creation by age (35-47 are biggest spenders), income, and proximity (3-7 miles)
- ★ QR code or barcode tracking for redemptions
- ★ Print, postage, and delivery-all included

## SAMPLE PRICING:

Quantity	Total Cost	Cost per Piece
750	\$825	\$1.10
1,000	\$999	\$1.00

## ROI SNAPSHOT:

Redemption Rate	Cost per Redemption	Est. Revenue (Average \$50 Check)
5%	\$21.71	\$1,875+
10%	\$11.00	\$3,750+
15%	\$7.33	\$5,625+
20%	\$5.50	\$7,500+

Based on 2 guests per redemption. Most birthday groups bring 3-4 or more.

## WHO IT REACHES:

- ★ Residents with upcoming birthdays
- ★ Within 3-7 miles of your location
- ★ Filtered by income, age, and household demographics
- ★ Focused on the 35-47 age group-the highest-spending birthday diners

## WHY RESTAURANTS USE IT:

- ★ Birthday guests spend more and bring others
- ★ High perceived value drives 10-20% redemption rates
- ★ Trackable ROI through scannable codes
- ★ Hands-free execution—we handle everything
- ★ Monthly campaigns mean consistent new traffic and repeat visits





MARKETING & DIRECT MAIL

# Boost revenue with direct mail, gift cards & loyalty programs that work.

Easily boost growth and sales revenue with our plastic card solutions, including the AcclaimMailer™ direct mail postcard, gift and loyalty cards, and NVIO™ biodegradable cards.



## POPULAR PRODUCTS



ACCLAIM™ DIRECT MAIL POSTCARDS & MAILERS



NVIO™ BIODEGRADABLE DIRECT MAIL POSTCARDS & GIFT CARDS



LOYALTY CARDS & KEYTAGS



GIFT CARDS

## SSI CARDS IS A CUT ABOVE THE REST.

### Proven strategy

Our circular marketing model, leveraging AcclaimMailer™ direct mail postcards, loyalty cards, and gift cards, is a proven revenue-generating strategy that consistently attracts new customers and retains existing ones year-round.

### Our priority is you

We partner with you to understand your unique business needs, target audience, and desired goals, creating a tailored action plan that boosts sales, maximizes results, and delivers a strong ROI.

### Complete On-site Mail House

As the manufacturer with our own on-site mail house, we offer our clients the cost savings of buying directly from us. No hidden third-party fees. Our mail team looks at each mailing to make sure you get the best postage rates. We also offer full-service design, data services, list processing, print, delivery tracking and reporting. Save time and money with SSI Cards as your single-source provider.

## LOVED BY BUSINESSES LARGE AND SMALL

