

ANOTHER RESTAURANT.COM SUCCESS



ABOUT BJ'S WHOLESALE

BJ's is a leading operator of membership warehouse clubs, offering bulk discounts on everything from electronics and furniture to clothes and food. The company currently operates more than 205 Clubs in the Eastern United States.

CHALLENGE

Grow new membership, plus boost conversion rates from trial to paid membership

SOLUTION

Offer \$50 Restaurant.com Cards as incentive to purchase paid membership

RESULT

After successful testing, the wholesaler used the cards to successfully boost paid membership across the entire chain

"Immediately the conversion rate from trial to paid memberships increased dramatically."

— BJ's Wholesale Club

THE CHALLENGE

To grow new membership, BJ's Wholesale typically offers a 60-day free trial period. However, at the end of the trial period, it was challenging to convert customers from trial to paid membership. The company tried coupon books and discounts, yet conversion rates would not grow.

THE SOLUTION

The company tested \$50 Restaurant.com Cards in select markets to encourage conversion to paid membership.

THE RESULTS

In testing, the Restaurant.com Cards achieved instant and significant conversion rates. The wholesaler soon rolled out the Restaurant.com Card program across the chain, boosting paid membership without promoting the 60-day trial period.

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