

ANOTHER RESTAURANT.COM SUCCESS



ABOUT DIRECT ENERGY

Direct Energy is one of the largest retail providers of electricity, natural gas, and home energy services in North America. Through their portfolio of innovative products and services, Direct Energy offers customers choices to help manage energy costs.

CHALLENGE

Increase door-to-door (D2D) annual energy enrollments

SOLUTION

Offer Restaurant.com incentives for enrollment and utilize fulfillment services

RESULT

A successful lift in annual enrollments with incentives vs. without, plus seamless fulfillment

"Restaurant.com has been a wonderful experience. We are problem free month after month due to seamless processing and handling. All customer/vendor experiences should be as smooth as this."

— Sohail Akmal, Marketing Campaign Specialist

THE CHALLENGE

Direct Energy required a cost-effective incentive program for acquisition and retention campaigns—and a simple way to manage and fulfill the program. The company challenged their D2D sales team to acquire new enrollments, retain existing enrollments and build customer loyalty.

THE SOLUTION

Direct Energy launched acquisition campaigns in select US markets offering \$50 Restaurant.com Cards for annual energy enrollments.

THE RESULTS

Direct Energy's D2D campaigns were successful at motivating prospective customers to enroll in their annual energy program by offering an attractive dining incentive. Additionally, the Restaurant.com integrated email platform enabled Direct Energy to create, manage and fulfill their marketing campaigns with ease.

RESTAURANT.COM BUSINESS INCENTIVES

Restaurant.com is the nation's largest dining deals site, offering more than 500,000+ great deals available every day! Our industry leading incentive solutions build sales and reward loyalty. Grow your business with us. Call (877) 833-2352 or email Incentives@Restaurant.com to get started today. You can also visit www.Incentives.Restaurant.com to learn more.

