



## **CASE STUDY**

### LOYALTY

A leading wireless provider is changing the way we think about loyalty. They created a free mobile app for their customers to increase engagement and reward behavior. Partnering with top retail brands, they provide their customers with free gifts and a chance to win epic prizes each week. Simply download the free mobile app and sign in to participate—no strings attached.

#### CHALLENGE

Increase engagement and promote loyalty

#### SOLUTION

Partner with Restaurant.com to offer a delicious meal with broad appeal

#### RESULT

The campaign was a success, more than 400,000 customers responded to the offer

#### THE CHALLENGE

To increase mobile app downloads and participation, the wireless provider requires partnerships with brands that are relevant and desirable to their customer base. The wireless provider sought rewards that appeal to a broad audience and with easy online redemption.

#### THE SOLUTION

They partnered with Restaurant.com to offer a \$25 eGift Card redeemable at more than 22,000 restaurants and providers nationwide. Restaurant.com provided a seamless integration to allow customers to receive the gift in app and redeem instantly on a mobile device.

#### THE RESULTS

The campaign generated a significant response - more than 25% redemptions for Restaurant.com eGift Cards. The campaign was also extremely cost-effective, giving the wireless provider a significant discount for the cards' \$25 value.

## **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](mailto:Incentives@Restaurant.com) to get started today. You can also visit [www.Incentives.Restaurant.com](http://www.Incentives.Restaurant.com) to learn more.