



## ABOUT RESEARCH NOW

Research Now delivers high-quality, comprehensive research solutions to today's business leaders. They survey panels of hard-to-reach consumers and professionals to provide insights for B2B and B2C decision making. Research Now offers a variety of e-Rewards in return for the panelists' input and continued loyalty.

### CHALLENGE

Increase e-Reward redemptions and promote loyalty to research panelists

### SOLUTION

Offer Restaurant.com Cards to panelists, utilizing an email campaign

### RESULT

Increase in e-Reward redemptions  
\$50 Reward = 600% increase  
\$100 Reward = 500% increase

*"Restaurant.com provides a reliable and expedient service, creating a seamless process for campaign and inventory management. Restaurant.com Cards provide a cost-effective solution for our loyalty platform. We recognize the appeal and value these rewards provide to our members."*

— Andrew Allbritton, Associate Marketing Manager

### THE CHALLENGE

To increase redemption rates and encourage loyalty among its panelists, Research Now needed to add a cost-effective, dining reward option to their e-Rewards platform. The market research firm sought rewards that appeal to a broad audience and was easily redeemable nationwide.

### THE SOLUTION

Research Now incorporated Restaurant.com Cards into their e-Rewards platform and featured the cards in an October email campaign. They also promoted the Restaurant.com Cards through their website and banner advertisements.

### THE RESULTS

The campaign created a significant lift—up to 6x the redemptions for Restaurant.com Cards. The campaign was also extremely cost-effective, giving Research Now a significant discount for the cards' \$50 and \$100 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.



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