

# ANOTHER RESTAURANT.COM SUCCESS



**SHOP.COM**<sup>®</sup>  
powered by marketamerica

## ABOUT SHOP.COM

SHOP.COM offers a comprehensive web-based shopping experience. The site provides easy access to a vast selection of products and merchants — from well-known name brands to high quality specialty retailers. At SHOP.COM, you can compare and buy items for your home, family, friends, and office.

### CHALLENGE

Increase payment method enrollments and average spend without traditional discounting

### SOLUTION

Offer Restaurant.com Cards as incentive to purchase with preferred payment method

### RESULT

A successful lift in payment enrollment and a 12.8% increase in average online order value

*"Restaurant.com is an amazing partner to work with. They have an incredible product in the Restaurant.com Cards from both the corporate side and the customer side. I have been pleasantly impressed with their ability to deliver a great experience and the opportunity to increase overall sales and revenue for SHOP.COM."*

**— Eddie Alberty, VP of Strategic Partnerships**

### THE CHALLENGE

SHOP.COM required a cost-effective solution for generating preferred payment enrollments. The challenge was to find an incentive with broad appeal that could help increase conversion and average spend.

### THE SOLUTION

SHOP.COM incorporated Restaurant.com Cards in their marketing campaigns by featuring the incentive on their website. They also promoted the offer through other marketing channels including email, social media, and banner advertisements.

### THE RESULTS

Marketing campaigns were successful, motivating customers to enroll in their preferred payment program. In addition, the campaigns generated a lift in revenue and a 12.8% increase in average order 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.

FOLLOW US  