



DESTINATION
MATERNITY

Motherhood.
MATERNITY

A PEA IN THE POD®
MATERNITY

ABOUT DESTINATION MATERNITY®

Destination Maternity Corporation (NASDAQ: DEST) is the world's largest designer and retailer of maternity apparel with over \$500 million in annual sales. Over the past two decades, the retailer has expanded their brand, now operating four retail store concepts, an online presence, and leased departments in major department stores.

CHALLENGE

Increase average spend in store for their Destination Maternity® brand

SOLUTION

Offer Restaurant.com eGift Cards to customers who spend \$75 or more in store

RESULTS

After successful testing, the retailer used Restaurant.com to **increase average spend across all three brands**

“Restaurant.com worked with us to develop a program that helped us achieve a much higher in store average order value than we previously had. We look forward to working together with Restaurant.com on many future promotions”

– *Destination Maternity*

THE CHALLENGE

Destination Maternity wanted to increase their average spend in store by 20%. The retailer sought an incentive with broad appeal that was both relevant and engaging for their customer base.

THE SOLUTION

The retailer tested Spend & Get offers at more than 500 retail locations nationwide. Customers who spent \$75 or more in store received a \$75 Restaurant.com eGift Card printed on their receipt.

THE RESULTS

The campaigns were a success, generating a significant lift in customer average spend in store. The incentives were well-received by customers—providing instant gratification at the point of sale.

RESTAURANT.COM
BUSINESS INCENTIVES

Restaurant.com is the nation's largest dining deals site, offering great deals at thousands of restaurants and online providers nationwide. Restaurant.com Business Incentives offers industry-leading Incentive & Loyalty Solutions for business. From dining and entertainment to travel, we have a variety of high-value, low-cost solutions to fit your goals and your budget. For more information, please visit www.Incentives.Restaurant.com

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