

DMNews | Restaurant.com debuts B-to-B incentive packages

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Restaurant.com has created a new "Dinner & Movie" promotional package, a business-to-business effort to get businesses to buy promo packages that can be passed on to consumers.

The restaurant couponing site, which has offers and gift certificates at more than 11,000 restaurants nationwide, is targeting businesses who are looking for customer incentive packages with the special summer offer. For example, an online furniture retailer might buy these packages to drive purchases of more than \$500.

“Marketers are looking for innovative cost effective ways to grow their businesses,” said Cary Chessick, president and CEO of Restaurant.com, in an e-mail to DMNews. “Nothing is more attractive to a wide audience of consumers than the treat of dining and movie-going.”

Companies can purchase these gift packages to incentivize consumers as a part of their own marketing campaigns. The bundle combines two movie tickets from Fandango and a \$25 Restaurant.com gift certificate into one package.

Marketers can then give this package to a consumer once the buyer has completed a transaction, such as purchasing a product or service, spending a minimum amount at a store, signing up and subscribing to a list or referring a friend. These coupons can be transferred as gift cards and gift certificates, via e-mail or as a Web page.

Marketers can also customize quantities and values depending on specific campaign goals.