

Compendium™

About Compendium: Founded in 2007, Compendium is a social content distribution software that provides businesses and organizations a software-as-a-service (SaaS) solution to create, manage and publish search friendly and social media content for customer acquisition.

The Objective

Compendium was looking for a highly-responsive, cost-effective method that would spark interest in their marketing solutions. In-turn, they sought to improve response rates to their lead generation direct mail program.

Restaurant.com Gift Cards would assist Compendium in securing business development meetings with prospective clients; thereby potentially leading to an increase in new business.

The Solution

Compendium worked with Restaurant.com to develop custom co-branded gift cards that could be redeemed for \$25 gift certificates to thousands of restaurants nationwide.

Due to the nationwide footprint of the Restaurant.com Restaurant Partner base, Compendium did not have to be concerned with developing multiple regional promotions. Instead, they created a single direct mail campaign to bring awareness to their services.

To capture the recipient's attention, each direct mail piece included a co-branded \$25 Restaurant.com Gift Card.

The Results

The Restaurant.com Gift Card promotion increased the closing rate of Compendium's new business meetings by over 6%.

During conversations with prospective clients, Compendium representatives repeatedly heard, "The Restaurant.com Gift Card was really creative and it got my attention!"

This gift card promotion has now become the control offer for all of Compendium's prospecting direct mail campaigns.



"THE RESTAURANT.COM GIFT CARDS HAVE ALLOWED US TO LOWER OUR ACQUISITION COSTS. THE VALUE FAR OUTWEIGHS OUR INVESTMENT IN THIS LEAD GENERATION STRATEGY. WE HAVE BEEN ABLE TO INCREASE OUR MEETING SET RATE FROM DIRECT MAIL, RESULTING IN A MORE PRODUCTIVE CONVERSATION AND OPPORTUNITY."

- **SCOTT BLECZINSKI**,
EVP OF SALES, COMPENDIUM

RESTAURANT.COM[®]

INCENTIVE & LOYALTY SOLUTIONS

The perfect way to:

Motivate Behavior

The perfect tool to help you motivate and inspire the actions that are important to your business.

Reward Performance

It's a wonderful way to express gratitude for a job well done.

Engage New Customers

Our incentive solutions make it easy to break through the clutter and connect with your prospects.

Improve Customer Retention

Retain and nurture loyal customers and turn them into advocates.

Beyond the Restaurant

In addition to the over 18,000 participating restaurants, recipients can choose to redeem their Restaurant.com Gift Certificates with select leading online retailers.



About Restaurant.com

Restaurant.com is the trusted and valued source connecting restaurants and diners nationwide. The company offers savings at more than 18,000 restaurants nationwide with more than 45,000 gift certificate options and discounts for leading online retailers. Restaurant.com brings people together to relax, converse and enjoy well-prepared and -served meals at affordable prices. To date, Restaurant.com customers have saved more than \$500 million through the gift certificate program. Restaurant.com has operated since 1999 and is based in Arlington Heights, Illinois.

