

reserveperks.com

Discreet savings

"Coupon usage is on the rise, particularly among younger consumers, according to a recent study by ICOM, a marketing research company. Almost 60% of respondents under the age of 35 reported using more coupons in the past six months.

Old-fashioned coupon-clipping still has a bad reputation. The ICOM study showed that despite the increase in usage, there is still a stigma surrounding the use of coupons. More than one in five polled reported being uncomfortable using coupons at checkout."
- CNNMoney.com

Reach new customers
and drive traffic
at the times
YOU choose
with ReservePerks.

Contact Chad at
952.217.6868

or

Shannon@directlineservices.com
to get started on your
Perks deal.

Customer support:
612.567.PERKS (7375)

ReservePerks is:

An innovative marketing system that drives traffic to your business when you need it most. **You choose the dates, times and number of reservations your business needs to promote — giving you full control.**

What makes ReservePerks better:

Traditional coupons and discounts encourage customers to spend as little as possible to maximize their discount. **ReservePerks encourages customers to spend MORE.** Because a customer pays a fee to secure their reservation, they become vested in utilizing their maximum potential savings. This translates into a higher guest check for the business. Plus, the redemption is predictable since it is based upon a reservation.

ReservePerks is discreet. Because no coupon is necessary, other guests will not be aware of the discount being given. This maintains the integrity and value of your brand.

Best of all, with ReservePerks **there is no up-front cost to your business** — no sign-up fee, monthly fee, and no fee for being featured on the ReservePerks website. In addition, unlike traditional print advertising, you can easily track your returns.

reserveperks
Discreet savings. Very smart.

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30% off your entire bill at Rinata

How Much Can You Save?
Enter Bill Total:

NEIGHBORHOOD Uptown CUISINE Italian (\$\$\$) AVAILABILITY 7 days a week

Rinata
2451 Hennepin Ave S
Minneapolis, MN 55405
(612) 374-8998 after
www.rinatarestaurant.com

Map It Website

A little piece of Italy in Uptown, Minneapolis ...

Select Reservation Date
August 2011

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Reservations Available

How to Save 30% at Rinata

- Select Available Date Above.
- Select Time.
- Select Party Size.
- Complete Your Purchase.
- Show Up For Reservation!

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how it works | faq

30% off your entire bill at Jimmy's Food and Cocktails



How Much
Can You Save?

Enter Bill Total:

C	=	+	-	←	→
7	8	9	.		
4	5	6			
1	2	3			
0					



Select Reservation Date

August 2011

S	M	T	W	T	F	S
	1	2	3	4	5	6
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Reservations Available

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Jimmy's Food and Cocktails

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NEIGHBORHOOD **Minnetonka** CUISINE **Contemporary American Supper Club (\$\$\$)** AVAILABILITY
Friday - Tuesday

Jimmy's Food and Cocktails
11000 Red Circle Drive
Minnetonka, MN 55343
952-224-5858
jimmysfoodandcocktails.com

Map It

Website

Jimmy's Food and Cocktails features contemporary and traditional American cuisine with global influences, market fresh fish and seafood, top quality Angus beef steaks and chops, slowly roasted baby back ribs, gourmet salads, chicken, pastas, burgers and hand-crafted sandwiches, served in a rich, handsome upscale-casual atmosphere.

How ReservePerks works:

- 1 Customers choose the restaurant, spa, hotel or golf course they would like to visit and make a reservation at ReservePerks.com.
- 2 \$10 secures the reservation and the preferred pricing (30% discount off entire bill).
- 3 ReservePerks will notify your business and provide the reservation details. Your business will then need to take note of the reservation and apply the discount to the customers' final bill. When a customer arrives for their reservation, they are encouraged to remind the host/hostess that they booked through ReservePerks.

Once a customer registers for ReservePerks, they will receive e-newsletters (once to several times/week) advertising the newest businesses featured on ReservePerks.com. The newsletter provides a detailed description of the business, photos, and location information. This is an added benefit for the business — staying top of mind to potential customers.

In addition, social media will be an integral part of the marketing plan to grow and support the businesses using ReservePerks.

www.ReservePerks.com | 612.869.5100

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