

# WHAT MOTIVATES RESTAURANT CLIENTS TO ORDER ONLINE



What motivates Americans to order from restaurants:



**60% of restaurant operators**

affirm that offering delivery has generated incremental sales

**46% of all food service**

delivery orders are on a deal because of the easy access to coupons and other discounts



**59% of customers**

choose a restaurant because of a competitive price/promotion



Restaurant promotions and coupons are ones of the strongest motivators for choosing a restaurant.

They appeal to the humans' ingrained need for economy and bargain, so using these restaurant pricing tactics will help you expand your customer base and increase your sales.

**RESOURCES:**

Mintel, Oracle Hospitality, NPD Group, Restaurant Business Online