



Are Restaurant Consumers Your Bread & Butter?

Food apps are continuing to grow in popularity. Would understanding how consumers are leveraging them help improve your profitability?

Prodege allows our partners to reach an engaged audience profiled on thousands of specific demographics, psychographics, and validated behaviors, ensuring you can reach the right people.

Our Secret Ingredients:



Best in Class Data Quality



Survey Building & Data Visualization



Geofencing Capabilities



Flexible DIY Solution to Quickly Reach Consumers

It's no surprise that when COVID-19 hit, many had to rethink their restaurant dining habits and more restaurant food was enjoyed from the **comfort of home**, instead of a cozy booth. To maximize convenience, consumers began leaning more heavily on **restaurant and third-party delivery apps** to get their fix of their favorite dishes. What are the **key benefits driving users** to lean on these apps?

Read on to find out! →

Convenience & Loyalty Benefits Are Clutch!

Users of official restaurant apps indicate these attributes hold most sway:

- Earning/receiving discounts & perks as a loyalty program member
- The convenience of ordering directly from a restaurant (not a third-party app)
- The convenience of placing an order without having to pick up the phone
- Food is ready sooner when ordering directly from the restaurant app



Drivers Have Been Delivering Good Service Recently...

An overwhelming 93% of customers who order delivery regularly say their recent delivery experiences over the past six months have been about the same or better than early 2021!



...and Customers Are Making Their Appreciation Known!

Three-in-ten say they have currently been tipping more than in early 2021 and nearly all of those remaining have been tipping the same as early 2021 (65%).