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Dunkin' Donuts Deploys Second Perks Week, Hoping It's as Successful as Amazon's Second Prime Day

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May 11, 2017 8:38 AM EDT



Six months after **Dunkin' Brands Group (DNKN)** launched its **first-ever** week of 'perks' at its chain of coffee shops, it's back at it.

Starting May 15, and running through May 19, Dunkin' Donuts is dishing out daily deals to its DD Perks Rewards members. Its first five-day spread of discounts launched in November, and the company said it saw enrollment in its rewards program double during that week alone and its app downloads nearly double, too.

"We're thrilled to offer perks week again," Sherrill Kaplan, Dunkin' vice president of Digital Marketing and Innovation, told *TheStreet* in an interview. "It's another great way to honor our loyal customers."

Kaplan said the original idea came from e-commerce giant **Amazon's (AMZN)** success with its Prime Day. In July, Amazon's second-annual day of deals for its Prime members resulted in a 60 percent spike in global orders.

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For its second perks week, Kaplan said Dunkin' would be driving even more offerings from its 'On-the-Go' mobile ordering app. The company launched its mobile ordering last June, and Kaplan said those who download it have the "propensity to use it again."

Plus, unlike **Starbucks (SBUX)**, Dunkin' developed a strategy with its app to ensure it doesn't see an unmanageable influx of orders coming in, which has created a swell of traffic at its competitor's coffee shops.

Kaplan said mobile users are in control of when their order is made, telling the Dunkin' employee exactly when he or she should start putting it together. When customers use the Starbucks app, the order is simply placed in line.

"Our franchisees were thrilled with [mobile ordering]," Kaplan said. "It really provides for much quicker transactions."

Here's the deals:

Mobile Monday: Earn triple points on all purchases made via On-the-Go mobile ordering.

Two Hundred Point Tuesday: Get a free beverage (worth 200 points) for using auto reload. Auto reload allows users to set up their credit cards to the Dunkin' app and have it automatically refilled with money as soon as it gets down to a certain amount.

WTFast Wednesday: Earn a free beverage when using On-the-Go ordering.

Top Speed Thursday: Get a medium-sized hot or iced coffee for \$1.29 when using On-the-Go.

Fun-Filled Friday: Earn a free beverage with the purchase of one of Dunkin's new frozen coffees. This deal sparks the company's next promotion that allows any customer to get a free 3.5-ounce sample of its frozen drink every day from 10 a.m. to 2 p.m. throughout the summer.