



## Motor Bar & Restaurant

Milwaukee, WI • partner since 2013

This museum restaurant wanted to **broaden its local clientele**. After **selling 1,138 promotions**, it's well on it's way.

“Utilizing LivingSocial was an incredible success for my business...a success on all levels”

—Rob Levin, Director of Operations, Levy Restaurants

### the business

Since 2008, this bar and restaurant has been serving great American fare on the campus of the Harley-Davidson Museum, producing bar-style dishes using local and sustainable ingredients. The biggest obstacle for the business, according to Levin, is just that – its location. Plenty of people come through the museum and stop by for some quality eats, but the restaurant wanted to establish a more permanent, local customer base. So it partnered with LivingSocial to try to broaden its clientele.

### the results

**\$22,856**  
incremental sales

**1,138**  
promotions sold

**91%**  
“thumbs up”

**90%**  
plan to return

The LivingSocial promotion helped bring in both new and returning customers– but that’s not all. On average, LivingSocial customers – who Levin called “friendly” and “courteous” – took good care of the restaurant’s servers and nearly 91% of the LivingSocial customers who were surveyed about their experience gave Motor Bar & Restaurant a “thumbs up”. The new client base was also of a higher quality than other online marketing sites Motor Bar & Restaurant has run with, Levin said, and employee morale remained high while scores of new customers came through the door. And because 90% of the customers surveyed said they’d return, it’s likely to stay that way.

\*Based on 244 survey respondents

**partner with us**  
[getfeatured.livingsocial.com](http://getfeatured.livingsocial.com)