

Wolt Ads launches Fire Deals to empower businesses to reach new customers and drive long-term growth



> *Highly visible, targeted in-app offers designed to attract consumers who haven't ordered before.*

> *Exclusive, time-limited discounts with clear visibility of savings at the checkout.*

> *"Fire Deals is designed to help merchants reach new customers at the right moment in the app and turn that first order into an ongoing relationship. It's about driving customer acquisition and long-term growth for our partners, while also creating something genuinely engaging and affordable for customers," says Catalina Salazar, Global Senior Director of Wolt Ads.*

HELSINKI, JUNE 11: Wolt Ads is expanding its merchant toolkit with Fire Deals - a new way for partners to reach customers who haven't ordered before through surprise, time-limited in-app promotions.

By focusing on new audiences, these pop-up offers are designed to generate additional sales and support long-term growth.

Early pilot results show the average venue running Fire Deals grew its customer base by 20%, generated 35% more sales during the campaign, and boosted orders by around 26%.*

The product provides a practical way for merchants to turn first orders into regular customers, while keeping campaigns controlled and measurable.

At the same time, consumers can discover somewhere new and save money through a simple, swipeable experience.

“Fire Deals is designed to help merchant partners reach new customers at the right moment in the app and turn that first order into an ongoing relationship,” said Catalina Salazar, Global Senior Director of Wolt Ads.

“Businesses are always looking for ways to reach new customers, and customers are looking for good value. Fire Deals brings those two things together in a way that feels straightforward and enjoyable - discover somewhere new and get a great offer.

"By focusing on customers who haven't ordered from a venue before, we're giving merchants a targeted way to invest in growth. It's about driving customer acquisition and long-term growth for our partners, while also creating something genuinely engaging and affordable for customers."

Each time a Fire Deal appears, customers see a small selection of high-value offers. Once opened, these can be used immediately for a limited period.

What Fire Deals means for merchants:

- A highly visible, targeted in-app promotion designed to reach customers who haven't ordered from the restaurant or store before and drive additional sales.
- Clear budget controls and flexible campaign timing.
- An opportunity to turn first orders into repeat customers and long-term revenue.

Customer benefits:

- Exclusive, time-limited offers from restaurants or stores they haven't tried before, delivered through a simple, swipeable experience.
- A reason to browse and discover new venues, even when they aren't immediately ready to buy.
- Clear visibility of savings at checkout.

The Fire Deals feature is now live across the 30+ countries where Wolt operates.

**Results based on the period April 7 - April 29, 2026.*

About Wolt

About Wolt

Wolt is a Helsinki-based technology company with a mission to bring joy, simplicity and earnings to the neighborhoods of the world. Wolt develops a local commerce platform that connects people looking to order food, groceries, and other goods with people interested in selling and delivering them. Wolt was founded in 2014 and joined forces with DoorDash (NASDAQ: DASH) in 2022. Altogether, DoorDash operates in more than 40 countries today. You can read more on the [Wolt](#) website.

Contact details

Katia Jacoby

Global Head of Consumer Communications
press@wolt.com

Lindsay Razaq

Merchant Communications Manager
press@wolt.com

Copy link

<https://press.wolt.com/en-WW/266805-wolt-ads-launches-fire-deals-to-empower-businesses-to-reach-new-customers-and-drive-long-term-growth/>