



THE OPPORTUNITY

Over the course of their lives, children enjoy group parties of 10+ kids on an average of less than four different occasions. Finding ways to capitalize on informal family and friend celebrations focused on birthdays helps increase your bottom line by sending the right message at the right time.

Sky Zone Lancaster came to us as a client in excellent health. With 48,000 emails and 33,000 children's birthdays already in their database, we knew we were working with a franchise that had the potential for chart-topping results.

"Your team's work resulted in a 7-to-1 ROI, a very positive thing. I'd recommend [FetchRev] to anybody as it has done wonders for us."

Walt Burnett, GM
SKY ZONE LANCASTER

THE CHALLENGE

However, there's always room for improvement, and true growth comes through innovation and finding unique solutions, so we were tasked with the challenge of increasing customer purchases around children's birthdays—party packages not included.

Driving a message to parents to invite them, their other children, and friends for an informal party under 10 guests poses logistical and technical hurdles.

For best results, you need to segment out your list every day for children who have a birthday coming up 7 days for this to work. In addition, you need to supply your customer with something they can easily purchase, redeem, and track.

Tracking Sends, Opens, and Click Rates are great but incomplete if you don't know your conversion rate (or how much additional revenue you make from your efforts).

Sky Zone

Family Entertainment Center
LANCASTER, PENNSYLVANIA

THE SOLUTION

Birthday party bookings were already a strong suit for Sky Zone. Given every customer doesn't plan to have a group party but does have a birthday we set to work to capitalize. We also know that customers are 7X more likely to purchase the week of a birthday than off any other day throughout the year.

In close partnership with Sky Zone Lancaster's marketing manager, we created a three-option bundle, offering a *buy one, get one free* birthday special for either 60, 90, or 120 minutes of jumping. This exclusive would allow the birthday child to invite a friend to jump for free, or save the second jump pass for a return visit.



TEXT:

FECGROWTH to the number 31996 for a live example.

Of course, the earning potential of the deal depends greatly on how it is delivered. Sky Zone was able to upload their customer birthdays into our database, and our automated system took over from there, pulsing out the offer one week before a customer's birthday, and creating urgency by setting a 14-day expiration date to redeem their purchase.



THE RESULTS

As of the publish date of this study, Sky Zone's birthday drip campaign has been active and running for eight months. The business has earned **\$2,636 in total revenue** from this deal alone.

Email metrics—**24% click-through rate** and **28% purchase rate**—have been strong, indicating a solid strategy and clear, creative messaging.

Providing an expiration date of 14 days after the child's birthday proved highly successful, as **78% of purchasers redeemed their offers**.

Sky Zone continues to utilize the FetchRev drip campaign to drive more revenue without the hassle of manually managing a large birthday database.

QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.



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