

Victor Bowl

Family Entertainment Center

VICTORVILLE, CALIFORNIA



Located in California's Inland Empire, where the cosmopolitan flair of Los Angeles meets the desert heat of the Mojave, Victor Bowl has been a local mainstay since 1958, while taking up residence in their current location since 1984. Featuring 40 lanes, billiard tables, arcade games, and a fully stocked bar and grill, Victor Bowl is an entertainment destination for residents of all ages and backgrounds—and offering discounts has historically been a solid business strategy.

We had an extensive email list, and wanted to put it to use. FetchRev has done an amazing job—we've seen our online revenue go through the roof in a short period of time.

BRIAN WESTERMAN, OWNER
VICTOR BOWL

THE CHALLENGE

Serving a blue collar to middle-class customer demographic, and an area with rural roots, discounting services has always been Victor Bowl's approach to getting customers in the door.

This old-time bowling alley rolled seamlessly into the digital age, adopting a process for collecting email addresses and growing an impressive and vast customer database.

Owner Brian Westerman turned to FetchRev to transform his sizable email list into a revenue-generating machine through automated, discounted offers.

The barriers to managing all of this himself, he realized, were the *tools* and the *time*, and FetchRev delivered with a robust and powerful platform plus the human element of an innovative and dedicated customer success team.

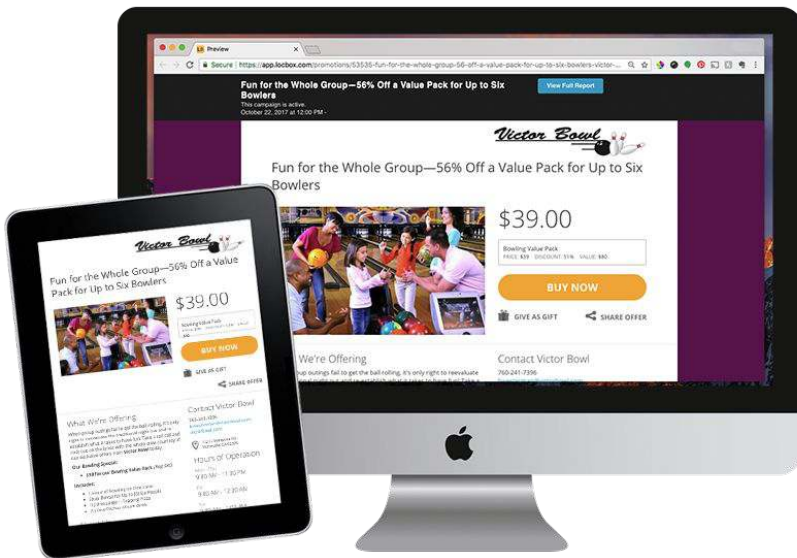
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THE SOLUTION

Leveraging Victor Bowl's strongest asset—an email database compiled through years of smart collecting—FetchRev partnered with Westerman to create time-sensitive, crowd-pleasing special offers that would entice customers to come back for another visit.

We started off with a back-to-school value pack, offering a 50% off package deal for groups of six bowlers in the hopes of bringing more families and groups to the lanes. Following that campaign's success, we created a 2-for-1 offer during the holiday season at a \$6 price point: the perfect stocking stuffer.



FetchRev recommended that Westerman take his digital marketing efforts one step further and employ an evergreen offer as a plugin on his website. The 50% off value pack for six bowlers was carefully chosen, and has been converting site visitors into customers consistently since its launch date six months prior to this case study's publishing.



THE RESULTS

Westerman and FetchRev have been pleased with both the revenue generated and the uptick in customer data so far.

Victor Bowl's website plugin, a 50% off value pack campaign, has netted **\$7,098 in revenue** over six months. A sound **9.8% click rate** indicates that website visitors are intrigued by the discount and respondent to online offers.

Utilizing FetchRev's date collector and coupon campaigns in tandem with the plugin, Victor Bowl has acquired **157 brand-new customers**.

Email has also proven to be a strong marketing channel, as evidenced by **14.6% and 13.6% click rates** on the back-to-school and holiday campaigns, respectively.

QUESTIONS, COMMENTS?

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



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