

# Copperfield Bowl

Family Entertainment Center  
HOUSTON, TEXAS



Clocking in at number four on America's list of most populous cities, Houston natives are always ready to explore all that the area has to offer in both fun and entertainment.

Copperfield Bowl has been front and center as one of the region's premier bowling alleys over the past 35 years, boasting youth and adult leagues, corporate events, birthday parties, and of course, open bowling and a fully-stocked bar and grill. Director of Sales Kendra Garcia and her staff are dedicated to embracing the legacy of their business and fortifying their future as as Houston staple.

*We were in the market for a company that offered a win-win for both us and our customers. We love the plugin, and our customers love how easy it is to redeem and enjoy great offers.*

**KENDRA GARCIA, DIR. OF SALES**  
COPPERFIELD BOWL

## THE CHALLENGE

True students of best business practices, Copperfield Bowl has always taken a customer-first approach to their services and their marketing. When Sales Director Kendra Garcia discovered FetchRev, she was seeking a more productive way to send emails, with a caveat—the purchasing platform had to be customer-friendly.

Serving a wide range of Houstonians of all nationalities and ethnicities, from upper-middle class families to working class individuals, Copperfield Bowl needed a bit of support to help them compete against the big-name corporate bowling centers in the area.

Investing in a sleek new website was the first step for Kendra, and soon after she sought to convert Copperfield's newfound web traffic into paying customers. Working with the staff at FetchRev, she instantly became excited after discovering the potential benefits of a web plugin.

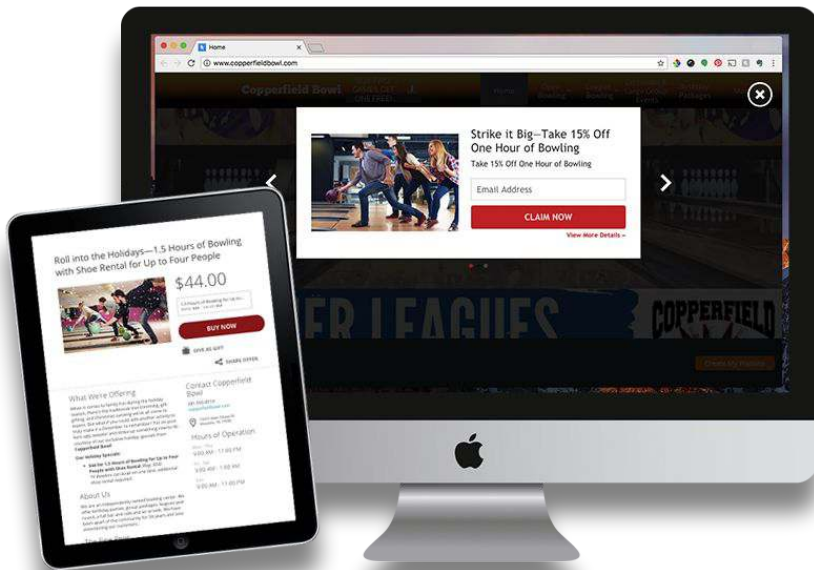
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## THE SOLUTION

To start, the team at FetchRev set Kendra and Copperfield Bowl up with some of our proven top performers: a date collector campaign for bringing in new birthdays and a party package coupon to be strategically sent out 30 days before a customer's big day.

As the leads started trickling in, we upped the ante, creating a 50% off Black Friday offer that was delivered both via email and embedded into Copperfield's new site code. Now, the bowling center was boosting their retention marketing *and* acquiring new customers through web traffic, amassing \$1,200 in revenue through this campaign alone.



Value packs for the holidays and spring break followed soon after, each bringing in around \$2,000 from a mix of existing and new bowlers. The most rewarding part for Kendra, however, has been the glowing feedback from customers. Birthday parties are booming, food and drink sales are soaring, and people are loving both the email content and how simple it is to purchase and redeem.



## THE RESULTS

As of this case study's publish date, Copperfield Bowl has collected **467 new customer email addresses** through web plugin claims and date collectors.

Their four top-performing campaigns, both delivered as emails and web plugins, have netted **\$1,957 in revenue, on average**. 83 customers have claimed a child's birthday party package deal, and the bookings have been slowly but surely coming in.

Email metrics show that our messaging is steadily improving, as evidenced by **only one bounced email** in Copperfield Bowl's last campaign.

The website plugin continues to be a strong suit, boasting a **12.6% click rate** for the spring break offer following a **7.2% click rate** for the holiday value pack.

## QUESTIONS, COMMENTS?

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



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