



CUSTOMER SPOTLIGHT



OVERVIEW

Cru Holdings is a chain of six pubs, bars and restaurants in Inverness, Scotland, ranging from American themed cocktail bars to steak and seafood restaurants - all with different specialities and marketing needs.

Scotch & Rye - Scotland's Best Bar & Kitchen (The Scotsman food and drink awards)

Bar One - Late night cocktail bar

Prime - Steak & seafood restaurant

Angels share - Whiskey & gin bar

The Keg - City central bar known for live music

Dows - Bar & bistro

Cru has used Stampede to generate more than 30 marketing campaigns and events to date across these venues, while a single automated campaign for Scotch & Rye had an approximate **ROI of £1,340 in just two months**. Stampede has also improved average Google / TripAdvisor reviews by 0.5 stars, created unique cross-venue promotions, and helped Cru generate significantly more revenue per customer.

THE PROBLEM

854 pubs closed in the UK in 2018, while the number of restaurants declined by 2% nationwide, reflecting challenging times for the food & drink industry. Many venues have struggled due to changes to business rates, rising alcohol taxes and digital competition from food delivery services. It is also thought that many young people do not go to pubs and bars as often as previous generations.

To compete in a challenging market, Cru needed creative marketing solutions to optimise the performance of its venues and automate as much of the process as possible. Its main objectives were to:

Improve user reviews (in terms of volume and score)

- Attract more customers - especially during quieter times of the week
- Identify quiet periods and
- Generate more income per customer
- Increase the number of visits per customer across all venues
- Encourage cross-venue promotions and events

THE SOLUTION

Email and SMS triggers – A vital way in which Stampede helped Cru improve customer loyalty and generate customer visits was via automated email & SMS triggers such as:

- Frequency Triggers – eg. a free beer, glass of wine or cocktail after first visit. Free food after 10 visits.
- Left Venue Trigger – e.g £5 off when you spend £25 next time.
- Event trigger – eg. a free birthday cocktail, Christmas and NYE deals
- Not seen in xyz weeks/months trigger – eg. £5 cocktails, 2-4-1 pizza, free brunch (based on time since last visit)

These triggers enabled Cru to automate most of its marketing outreach and provide highly targeted promotions to its customers. This approach saved Cru valuable time and resources, and also improved the conversion rates of its campaigns considerably.

Stories – Stampede displays promotions direct to customers' mobile devices whenever they return to Cru venues. Similar to Instagram Stories, these promotions would include:

- Food deals – eg. Limited time menus, Sunday roasts, bottomless wings
- Drinks deals – eg. happy hour events, 2-4-1 cocktails, prosecco brunches
- Events – eg. live music, Karaoke nights, Christmas bookings, cocktail making masterclasses, whisky & fudge tasting

By beaming promotions directly to customers' devices, Cru can inform visitors of deals and events without the cost and hassle of printing paper fliers and promotions each time. This is a more measurable, instantaneous and eco-friendly alternative to physical promotions and allows Cru to experiment with different promotions depending on their specific need that day. For example, if one Cru venue is significantly quieter than another on a Friday night, it can offer customers a drinks deal at the other location.

THE RESULTS

The digital promotions created with Stampede have had a significant impact on Cru's financial success, as well as how it operates its venues day-to-day. They have enabled Cru to track which events and deals resonate with its customers and make future decisions based on real-world data. This data has helped Cru optimise its venues and create the weekly and monthly event/promotion schedule it uses today. This also acts as a framework for use in all future venues to ensure they can replicate the same success.

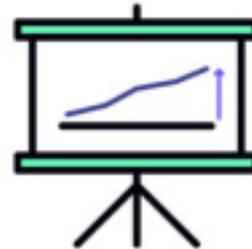
"The Stampede system has become such a powerful marketing tool for us at CRU Holdings. It is well designed, flexible and integrates seamlessly with other systems to form an essential part of our targeted marketing and data collection. The team themselves are knowledgeable, proactive and incredibly helpful. They are happy to do as much work as is necessary to ensure you are getting the most out of the system, and are reactive to your business' specific needs." "I can highly recommend the Stampede system, and the team to anyone with marketing needs"

KEY RESULTS



371!

number of extra reviews generated by Stampede to date!



10%

improvement in average review score! (based on a five star review system)

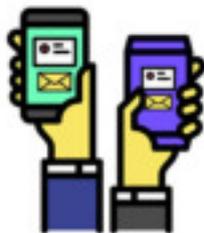


1,913

Stories impressions within 2 months! (based on weekly events)

27

marketing automation campaigns created to target every step of the customers journey



3,462

Marketing automation emails sent during the 2 months.

10,165

GDPR compliant contact records collected and automatically integrated into MailChimp lists segmented by the venues the end-user has visited.



The best performing campaign sent 280 automated offers sent to Scotch & Rye's customers leaving the venue to promote their sister bar across the road, 1 minute after leaving the venue. This campaign had a 24% conversion rate and approximate ROI of £1,340 in two months.