

Rebounderz

Family Entertainment Center
TEXAS-BASED, MULTI-LOCATION FRANCHISE



Rebounderz, previously sent out reactivation promotions utilizing Constant Contact, Facebook, and their website but experienced difficulty driving significant traction and tracking purchases/claims. Their promotions were visually appealing, but they were not as actionable as desired, and thus succeeded in reaching only a fraction of their customers.

Through FetchRev, they are now able to create easy-to-build offers that are simple for their customers to buy or claim. Additionally, direct feedback results are now available at their convenience.

"Prior to FetchRev, we were only able to use the tools that were available to us. Traditional newsletter programs have great templates and creators but FetchRev unlocked the potential to reach our customers anywhere they find us online."

Melvin Horn, Chief Operations Officer
Rebounderz Franchise and Development

THE CHALLENGE

As a function of serving as a trampoline park, Rebounderz effectively collects parent or guardian email addresses at the signing of the waiver prior to a child's jump session. They opt to offer their promotions during the week or slow periods to reward loyal customers and drive traffic to the business.

With this strategy implemented, they were **forced to compete with the industry standards of a ~18% open rate, 3.1% click rate, and 1.8% conversion rate.**

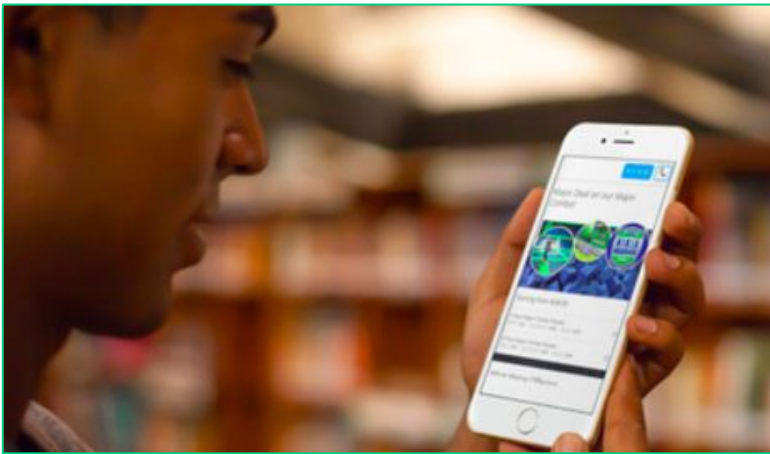
In addition, Rebounderz currently features twelve distinct locations that use Constant Contact for email marketing. Each location is subject to area and customer specific variables and is responsible for its own promotions, images, and call to action. Some locations have found to be more effective than others on identifying and instrumenting their best business practices and as a result are driving superior conversion rates. Aggregating all available data and discovering which promotion and template works best across all locations serves as the daunting task at hand.

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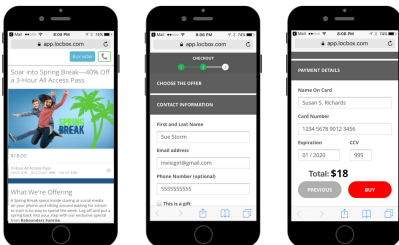
THE SOLUTION

Rebounderz was approached by FetchRev with the goal to improve conversion rates. The first step was connecting their Constant Contact clients efficiently and effectively with FetchRev. Immediately put into action, the connection took all of 10 seconds through the FetchRev API that seamlessly transferred customers from one database to the other.



With the first hurdle cleared, the second step was put into motion to transform the email newsletters created in Constant Contact through FetchRev's actionable campaigns. Given that 65% of business to consumer purchases are completed via a mobile device, focusing on a clear call to action (*Visible Buy/Claim Now Button*) and auto-formatting the offer is a crucial component to success.

With all this information available at your fingertips, the fact remains that it only makes sense if you discover a tangible difference. Once Rebounderz transitioned from relying solely on Constant Contact newsletters to providing a unique advantage for their customers with our simple three-step purchasing and claiming process, they immediately witnessed a boost in performance across the board.



RESULTS

Topping industry standards and shattering the previous status quo, Rebounderz more than doubled their click through rates and improved their conversion rate seven times over.

386 clicks for a 7.3% click rate, 53 purchases for a 13.7% purchase rate.

Behind the scenes, software effectively triggered shopping cart abandonment emails. Simply put, this meant that if someone opens an email, clicks to buy now but fails to complete the purchase, they receive a friendly reminder email. With this strategy in place, **the reminder email alone drove a total of nine additional purchases, creating nearly a 30% uplift in sales.**

Leveraging FetchRev's simple campaign importer, efforts can be replicated and shared across multiple locations.

QUESTIONS, COMMENTS?

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



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