



Success Story

How Beverly Rooftop Turned Emails into \$285K in 6 Months

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In just 10 months, Beverly Rooftop has cemented its place as a venue boomie hotspot. With stunning skyline views from the 24th floor and a dedication to creating unforgettable experiences, this venue has also turned heads for another reason: the numbers.

Over six months, Beverly generated **\$285,690 in revenue from email campaigns and automations alone**. Add to that **\$94,991 from reservation upgrades over the past 12 months**, and it's clear this isn't just a pretty rooftop—it's a masterclass in hospitality marketing.

Behind the scenes are Holly Sperrin and Alyse Tsaptsalis, Beverly's events & reservations team and Imogen Micklewright-Hill, co-founder of The Likes of You marketing agency.

Together, they've crafted a seamless digital strategy powered by guest insights and personalised campaigns using [SevenRooms Reservation, CRM and Marketing platform](#).

Here's how they turned Beverly Rooftop into a revenue-generating powerhouse.

Beyond the view: Beverly's \$380K marketing & sales strategy

From day one, Beverly Rooftop hit the ground running with SevenRooms. "We've used other

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"What's unique about SevenRooms' Email Marketing is how easily we can track the actual impact of our emails. We're not just guessing—we can see open rates, click-through rates, reservations made, covers booked and even the revenue generated. There's no platform I've used before that gives that kind of insight," Imogen shared.

ELEVATE YOUR SPRING CARNIVAL
EXPERIENCE

Beverly  L 24

N O W R O A R D I N G

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High fliers, rest assured – the venue has been thoughtfully curated to ensure your utmost comfort, no matter the weather, guaranteeing a turbulence-free experience.

THE MAIN EVENTS

05 | NOVEMBER | 2024

MELBOURNE CUP

BOARDING BEGINS 11:30AM – 12:00PM

Example of Beverly's Melbourne Cup email campaign that generated 353 covers and \$36,063 in revenue.

Imogen also highlighted how user-friendly SevenRooms' Email Marketing is. "The platform is intuitive—it's easy to design visually stunning emails and tweak layouts to optimise performance. I can also quickly preview how emails look on both desktop and mobile."

Beverly's email strategy balances creativity and data-driven insights. "We've focused on visually compelling campaigns, alternating between event-specific promotions and general venue updates. The analytics make it so easy to see what's working—and we've leaned into those strategies," Imogen adds.

They also segment their email campaigns by sending events and offers to VIPs first for

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that keep guests coming back.

Offers and upgrades that guests can't resist

For Beverly Rooftop, upgrades are more than an upselling strategy—they're an integral part of the guest experience. With SevenRooms' Reservation widget, they've added upgrade options to the booking process which helps drive prepaid revenue and reduce cancellations. Over 12 months, the venue sold **17,466 upgrades**, bringing in **\$94,991 in revenue**.

"We're constantly using the offers and upgrade features," Alyse explains. "It's been a game-changer for us."

From chef's table experiences and prix fixe menus to caviar bumps, the Beverly team delivers truly special offerings, allowing guests to customise their dining experience.

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Beverly also uses [SevenRooms' offer pages](#) to streamline marketing efforts. For example, their Friday and Saturday chef's table is promoted through a [dedicated landing page](#), simplifying booking and boosting conversion rates.

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From powerful emails and upgrades to personalised guest experiences, SevenRooms all-in-one CRM, Marketing and Operations platform gives you the tools to turn data into dollars. Discover how you can create seamless guest experiences while driving revenue. [Request a demo today.](#)



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