

Marea Generates \$400K of Additional Revenue in 2021 with Marketing Automation

SevenRooms

+

Marea

\$400K

ON- AND OFF-PREMISE REVENUE
GENERATED BY AUTOMATED
MARKETING EMAILS IN 2021

\$76K

SAVED WITH DIRECT,
COMMISSION-FREE COVERS
AND ORDERS

47K

CLIENTS REACHED ACROSS 12
DIFFERENT ENGAGEMENT
CAMPAIGNS

\$7.43

INCREMENTAL
REVENUE EARNED PER
EMAIL SENT

Altamarea Group has earned an impressive number of accolades over the years. With 15 venues across New York, New Jersey, Washington D.C., Istanbul and Dubai, the hospitality group has been recognized globally for both their hospitality and food by the James Beard Foundation, Zagat, the New York Times and more. And after more than 12 years in business, Michelin-starred flagship Marea was, in many ways, a well-oiled machine.

But going into the second year of the COVID-19 pandemic, the restaurant faced many of the same challenges as their industry colleagues worldwide, including shifting restrictions on indoor dining and staffing difficulties. Seeking to better manage their now-booming delivery and takeout business while continuing to provide the world-class service their on-premise guests had come to expect, Marea's leadership team decided to explore fuller utilization of the SevenRooms Guest Experience and Retention platform.

SevenRooms' unique technology offering was able to help them achieve both goals through:

- Direct, commission-free online ordering & reservations
- Reservation and table management tools
- Ownership of their brand and customer data
- Marketing automation tools proven to drive incremental visits & orders

A 'Direct' Path Towards Greater Profitability

Altamarea had first chosen SevenRooms for its direct reservation capabilities, robust guest profiles and extensive feature set designed for hospitality groups. The savings stacked up immediately, as they were able to reduce third-party cover fees by 50% across their venues.

In early 2020, flagship Marea sought to meet the changing needs of their clientele and decided to add a delivery and takeout offering for the very first time. Utilizing SevenRooms' direct, commission-free reservation booking and online ordering tools in tandem, the restaurant saved over \$76,000 in third-party fees in 2021*.

We cut third-party fees by 50% by choosing a vendor that doesn't charge per cover fees for reservation booking. On top of that, the SevenRooms platform gives us a competitive advantage in the market. It powers our team with valuable, real-time data that enhances our guest experience and supercharges our marketing efforts at the same time.

Arthur Li
CFO

SevenRooms is our source of truth. Whether you're on the mobile app or looking from desktop, you know what's going on at each of our restaurants at any time. We can see when important clients check in, so we can run over to see them at a moment's notice. And it all happens in real-time — like seeing table spend and status. I don't know another program that does that.

Rebecca Levine

Director of Client Services

A Michelin-Starred Experience, On- and Off-Premise

The addition of delivery and takeout to their existing operations meant that a leaner staff was now responsible for maintaining the restaurant's famously high standards of hospitality. Utilizing SevenRooms software to seamlessly process bookings and online orders in one place, Marea was able to keep service running smoothly even on their busiest nights."

Training a whole team of people to use a new system is a real challenge, because it's all happening in real-time" says Rebecca Levine, Altamarea Group's Director of Client Services. "It's not like we could close down the restaurants to learn. Reservations are booked, orders are placed and shifts continue to run. The SevenRooms team got us up to speed quickly and kept all of the data from our previous platform."

Besides enabling better operational efficiency, SevenRooms' software empowered the team at Marea with a 360° view of every guest coming through their dining room or ordering online. With this valuable guest data at their fingertips, the team was able to provide personalized service at scale and enhance the guest experience, on- and off-premise.

Boosting Repeat Business Without Lifting a Finger

With the comfort and safety of their guests always top of mind, Marea had seen immediate adoption and steady growth of their takeout and delivery business. Seeking to build strong relationships with these new guests while maintaining their existing guest relationships, the team again turned to the SevenRooms Guest Experience & Retention platform.

Utilizing SevenRooms' best-in-class marketing automation tools, Marea began sending automated follow-up emails after every reservation and every online order, as well as re-engaging guests who hadn't visited or ordered recently. Leveraging 12 pre-built email campaigns to reach over 47,000 people in 2021 alone, these hyper-targeted marketing efforts generated a staggering \$7.43 of revenue per email sent, nearly 6x the industry average.

By sending the right message to the right guest at the right time, Marea was able to strengthen their guest relationships and boost repeat business without lifting a finger. Plus, their loyal dine-in regulars became frequent at-home orderers, and vice versa. In 2021, Marea was able to drive an additional ~\$340K in reservations revenue and ~\$60K in online ordering revenue thanks to SevenRooms' marketing automation tools.

**Estimate based on average 30% commission fees and \$1 cover fees charged by third-party channels.*



SevenRooms

a DoorDash company

Interested in learning how the SevenRooms Guest Experience & Retention platform can help your business eliminate third-party fees, uncover crucial business insights and boost repeat business?

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