

# Spin Increases Advance Bookings by 300% Across 9 Locations



9

PING PONG CLUBS

100

USERS

300%

INCREASE IN ADVANCED BOOKINGS

In 2009, after a series of legendary ping pong parties in a Tribeca loft, SPIN first opened its flagship New York club. With the goal of bringing people together through food and sport, SPIN was an instant hit, becoming a nationwide eatertainment brand in just 10 years. The group now operates 9 clubs in New York, Chicago, San Francisco, Toronto, Philadelphia, Seattle, Austin, and Washington D.C.

## Spin Needed a Smart Platform to Unify Operations and Marketing Across Locations

With such rapid growth came significant operational difficulties. The main challenges were:

- Reaching a new retail audience and maximizing online reservations without affecting the core business of corporate event bookings
- Communicating customer data to track marketing spend across different locations
- Finding a solution that would integrate seamlessly with existing systems

## Spin Uses SevenRooms to Get a Unified System with Key Integrations

"One of the main benefits of SevenRooms was being able to use tools across multiple properties," explains Stephanie Margalis, Director of Community and Culture.

SevenRooms is integral to everyday operations in the clubs. SPIN utilizes a number of core features to:

- Manage waitlists and floor operations in real time
- Take online reservations and pre-payments
- Nurture customers with messages before and after they visit
- Flag VIPs, allergies, and other key insights using guest tags and reservation notes

Managing all the clubs on one system enables SPIN to offer a consistently excellent customer experience across the group. "One of the main reasons we went with SevenRooms is the ability to integrate with other systems," says Nathan Jones, Director of Marketing.

Most important is SevenRooms' integration with event management software Tripleseat, which enables the use of blocks to manage setup and teardown at each venue for events. The blocks ensure that areas do not get overbooked.

The marketing team uses social media and paid search campaigns to drive traffic to their booking widget, powered by SevenRooms. "We put dollars behind ads to promote visitors going to a landing page with the widget," Nathan says. "We're now able to measure in real time how many reservations are coming through, and track ROI."

SevenRooms provides the data SPIN needs to get full visibility into the sales funnel and see exactly where to focus their attention and marketing spend. "We pull the data from Tripleseat and SevenRooms and aggregate it into visual business intelligence dashboards," Nathan says.

"We can see where the drop-off is by channel—from the number of people looking for dates, to the number of people reaching the form to pay, to the successful reservations booked. That's been a key insight."

Using SevenRooms across our nine locations, we're able to roll out best practices and look at marketing holistically and by location. We can see whether specific campaigns are working or not—that granularity is there.

**Nathan Jones**

*Director of Marketing*



## Spin Uses SevenRooms to Skyrocket Online Bookings

Stephanie explains the immediate impact of using SevenRooms for online bookings: "In the first six months we had a 300% increase in advance reservations and it just kept increasing from there. It was amazing. We realized people actually do want to book in advance and pay up front."

Looking ahead, the team intends to implement even more SevenRooms features and integrations in order to maintain the excellent guest experience as they continue to grow. "We've barely scratched the surface," Stephanie adds, "SevenRooms offers so much more. I intend to spend more time with SevenRooms and learn to utilize even more features. The support team are amazing and always answer my questions." Nathan explains that split testing has enabled his team to deliver the right marketing message. They can determine which channels are underperforming and look at the messaging to adapt the creative.

Monitoring the bottom of the sales funnel across locations, to see where customers are coming from and how far along the funnel they are getting, has drastically improved conversions. Nathan says, "Without SevenRooms we wouldn't have the data to dig this deep. Having that visibility through the funnel has provided a lot of value."



**SevenRooms**

a DoorDash company

Ready to increase your online bookings with a partner that makes you a priority every day?

[sevenrooms.com](https://sevenrooms.com)

[sales@sevenrooms.com](mailto:sales@sevenrooms.com)

212-242-5607