Success Story

How Tagomago Hooked 2,400 of Dubai's Beach Lovers Through Email Marketing

In Dubai's bustling hospitality scene, where new venues constantly vie for attention, the marketing team at Tagomago restaurant and beach club achieved something remarkable: they brought in **AED 598,541 and over 2,400 guests in less than a year**— all through email.

In a city where luxury is standard and competition fierce, that's no small feat. So, how did they do it?

Differentiation and guest retention as keys to growth

Tagomago is part of <u>Rikas Hospitality Group</u>, one of the UAE's leading hospitality collectives, with a portfolio of over 20 venues ranging from fine dining to luxury beach clubs.

Tagomago stands out in Dubai by flipping the traditional beach club model on its head. Here, the food is the main draw—a Spanish-inspired menu lures diners in first, with beach

loyalty

With SevenRooms, David's team can easily capture <u>guest data</u> across reservations, marketing and operations, enabling them to craft personalized experiences and marketing campaigns. Since implementing <u>SevenRooms' Email Marketing</u> solution in early 2024, Tagomago has transformed email into a key revenue driver, generating AED 598,541 ($160,508) and over 2,400 guests from January – September.

"SevenRooms turned email into one of our top sales channels," David says. His team can track open rates, click-through rates, and—most importantly—<u>revenue attribution from guests</u> who click through to make a reservation. "We don't just see email as a brand

awareness tool; we see it as a direct sales channel. With the real monetary data we get behind each campaign, it's become invaluable for driving bookings."
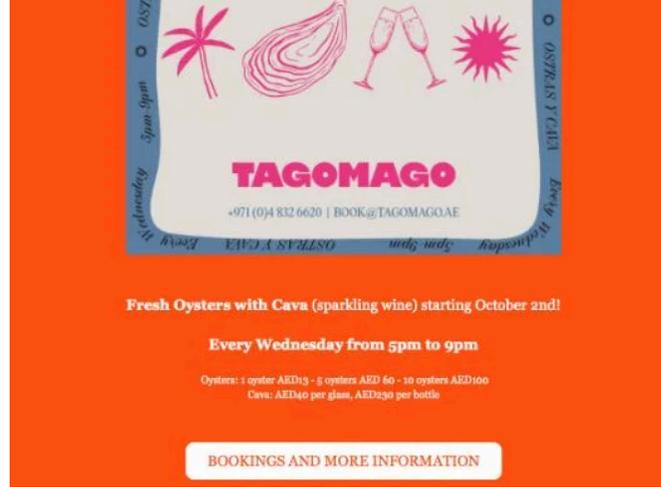
1,452,736	38%	1%	AED598,541	775	0	2,462	0	11,235	10%	1%
Recipients	Open Rate	Click Rate	Total Revenue	Reservations	Cross-Promos	Covers	Orders	Unsubscribes	Bounce Rate	Complaint Rate

TAGOMAGO

OCTOBER CALENDAR

Ostras y Cava

OSTRAS Y CAVA

TAGOMAGO

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OSTRAS Y CAVA

Fresh Oysters with Cava (sparkling wine) starting October 2nd!

Every Wednesday from 5pm to 9pm

Oysters: 1 oyster AED13 - 5 oysters AED 60 - 10 oysters AED100
Cava: AED40 per glass, AED230 per bottle

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