The Mulberry Group Generates $112K AUD of Additional Revenue in 5 Months with Email Marketing

SevenRooms

+

THE
• MULBERRY •
GROUP

$256K AUD

SAVED WITH DIRECT, COMMISSION-FREE
COVERS IN 1.5 YEARS WITH SEVENROOMS

$112K AUD

REVENUE GENERATED BY SEVENROOMS
EMAIL MARKETING IN 5 MONTHS

33K

NEW EMAIL ADDRESSES ADDED
TO CRM DATABASE

Taking Back Control

Established 20 years ago, The Mulberry Group has made an impressive impact on Melbourne's vibrant dining scene. What started as a group of classic cafes has expanded to include restaurants, bars, a coffee roastery and a social enterprise and farm called the Common Ground Project. Sustainability is at the heart of all their endeavours, as 10% of profits from all venues go towards the latter venture.

Knowing that one key to sustainability is a strong community, the group sought a technology partner that would allow them to create a more personalised dining experience, and in turn cultivate more repeat guests. In March 2022, The Mulberry Group switched to SevenRooms, which helped them achieve these goals through:

- Direct, commission-free reservations
- Full ownership of guest data
- Cross-selling between venues
- Guest feedback & review aggregation
- Customised, targeted guest outreach via Email Marketing

The Power of Guest Data

As the group expanded, it became evident that their previous platform, OpenTable, didn't allow them to fully leverage guest data — a critical component in delivering the personalised service they aimed to provide. Marketing functionalities were limited, and the group wanted to make decisions based on concrete, organised data rather than gut feelings alone.

After switching to SevenRooms, The Mulberry Group was able to ramp up their marketing efforts. At first, they used the platform in conjunction with another clunky, outdated email marketing tool that made merging and segmenting guest data cumbersome. Later pivoting to solely using SevenRooms' Email Marketing tools, the entire process became more efficient, seamless and profitable. Group-wide, they generated $112K AUD in reservation revenue in five months, while Hazel, one of their popular Melbourne restaurant concepts, saw a 16x ROI with the system over that same period.

> We always saw SevenRooms as a great reservation platform and liked how seamless it was for our guests. But over time, we've realised the data we collect in the backend is so much more valuable than weever thought. We can use it to create a personalised guest experience, enhanced by little touches like remembering dietary preferences or acknowledging repeat visits. These are the dot-connectors that make guests feel valued.

Steph Busch
Marketing & Communications Manager

> We shifted away from OpenTable because its marketing functionality was limited and we wanted to be able to extract more guest data. With SevenRooms, we could manage reservations, aggregate guest feedback and collect valuable data in real-time. Now, we're also utilising Automated Emails and Email Marketing, which have been really effective. It's been good to see how the platform has grown over time and how we're able to benefit from that.

Steph Busch
*Marketing & Communications Manager*

Reservations are Just the Beginning

By enabling direct bookings through SevenRooms' white–labelled, commission–free reservation widget, the group saved over $256K AUD, but this was just the tip of the iceberg. Every dining experience can now be more tailored since the team has access to guest data including spend history and aggregated feedback and reviews from every visit, at every location. This means that not only can staff stay on top of VIPs, guest preferences and dietary restrictions, but they can also see when someone has recently visited another one of their locations — and get insight into the experience they had there.

Sustained Guest Engagement, Made Easy

These little touches have helped the team extend their warm sense of hospitality beyond the dining room, as they've added 33,000 new email addresses to their CRM and launched 13 email marketing campaigns with SevenRooms. The Mulberry Group keeps its mission at the heart of everything they do. Thanks to SevenRooms' customisable Email Marketing and Marketing Automation campaigns, they're also able to share their brand ethos and sustainability–focused mindset with their community.

With the ability to easily segment their guest database for highly targeted marketing messages, they're able to get the right message, to the right audience, at the right time. Better yet, guest communication has become more of a dialogue: the group now hosts monthly customer feedback meetings where they take a deep dive into all the data from each venue to address issues, recognise patterns and find ways to continually improve.
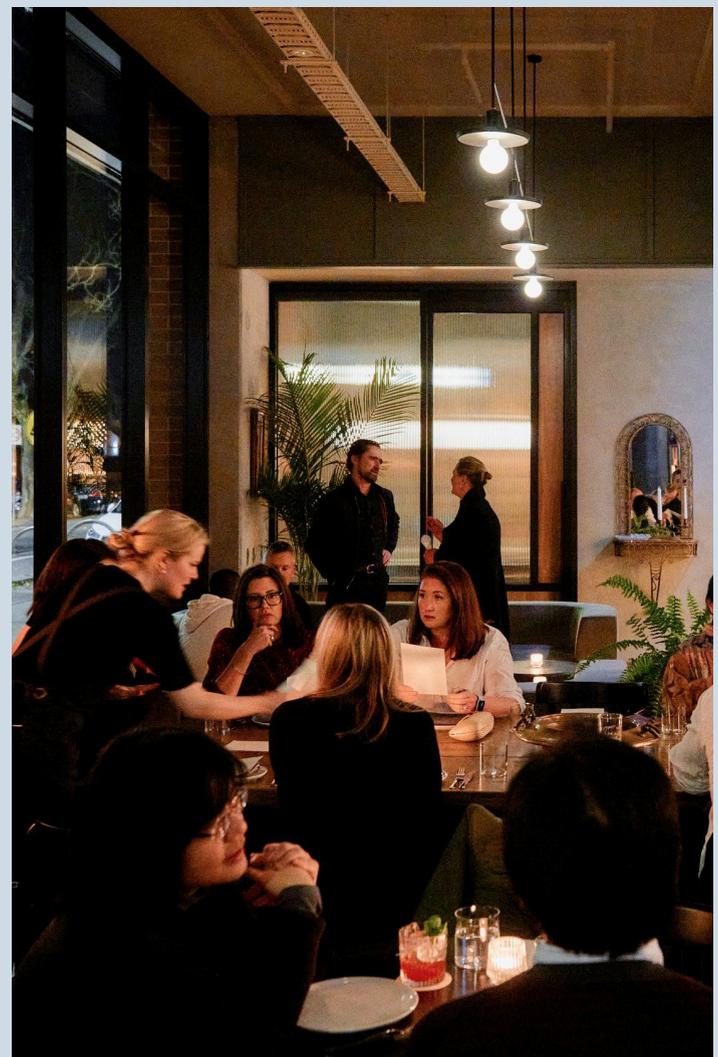
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