

# Victor Bowl

## Family Entertainment Center

VICTORVILLE, CALIFORNIA



Located in California's Inland Empire, where the cosmopolitan flair of Los Angeles meets the desert heat of the Mojave, Victor Bowl has been a local mainstay since 1958, while taking up residence in their current location since 1984. Featuring 40 lanes, billiard tables, arcade games, and a fully stocked bar and grill, Victor Bowl is an entertainment destination for residents of all ages and backgrounds—and offering discounts has historically been a solid business strategy.

*We had an extensive email list, and wanted to put it to use. FetchRev has done an amazing job—we've seen our online revenue go through the roof in a short period of time.*

**BRIAN WESTERMAN, OWNER**  
VICTOR BOWL

## THE CHALLENGE

Serving a blue collar to middle-class customer demographic, and an area with rural roots, discounting services has always been Victor Bowl's approach to getting customers in the door.

This old-time bowling alley rolled seamlessly into the digital age, adopting a process for collecting email addresses and growing an impressive and vast customer database.

Owner Brian Westerman turned to FetchRev to transform his sizable email list into a revenue-generating machine through automated, discounted offers.

The barriers to managing all of this himself, he realized, were the *tools* and the *time*, and FetchRev delivered with a robust and powerful platform plus the human element of an innovative and dedicated customer success team.

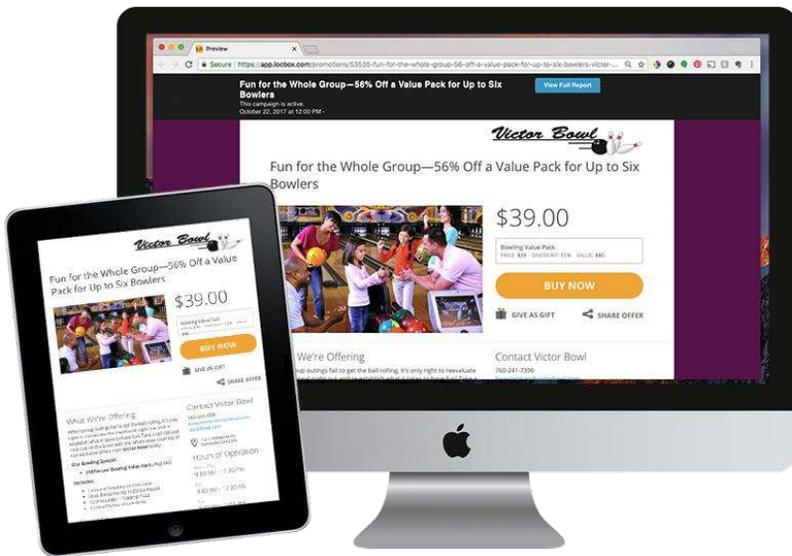
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## THE SOLUTION

Leveraging Victor Bowl's strongest asset—an email database compiled through years of smart collecting—FetchRev partnered with Westerman to create time-sensitive, crowd-pleasing special offers that would entice customers to come back for another visit.

We started off with a back-to-school value pack, offering a 50% off package deal for groups of six bowlers in the hopes of bringing more families and groups to the lanes. Following that campaign's success, we created a 2-for-1 offer during the holiday season at a \$6 price point: the perfect stocking stuffer.



FetchRev recommended that Westerman take his digital marketing efforts one step further and employ an evergreen offer as a plugin on his website. The 50% off value pack for six bowlers was carefully chosen, and has been converting site visitors into customers consistently since its launch date six months prior to this case study's publishing.



## THE RESULTS

Westerman and FetchRev have been pleased with both the revenue generated and the uptick in customer data so far.

Victor Bowl's website plugin, a 50% off value pack campaign, has netted **\$7,098 in revenue** over six months. A sound **9.8% click rate** indicates that website visitors are intrigued by the discount and respondent to online offers.

Utilizing FetchRev's date collector and coupon campaigns in tandem with the plugin, Victor Bowl has acquired **157 brand-new customers**.

Email has also proven to be a strong marketing channel, as evidenced by **14.6% and 13.6% click rates** on the back-to-school and holiday campaigns, respectively.

## QUESTIONS, COMMENTS?

That's what we're here for. Contact us today via email or phone.



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