

QUICK VIEW: ENTERTAINMENT

CENTERS FOR ENTERTAINING CUSTOMERS NEED MORE REGULAR VISITS

Superior customer engagement is mission critical



Parker Coddington
 Partner, Shenanigans

“As an entertainment center, we see a lot of traffic on special occasions, and need to drive more regular customer visits. Now, with Thanx, we’ve finally been able to get a true understanding of how every customer interacts with our brand. Thanx data and reporting allow us to send more targeted offers and gain a precise understanding of ROI.”



Why entertainment centers need better customer engagement



Repeat customers drive sales

83% of entertainment center sales comes from just 50% of customers – getting return visits is a must.



For families, timing matters

Families with busy schedules are a crucial demographic – promotions need to be time-sensitive.

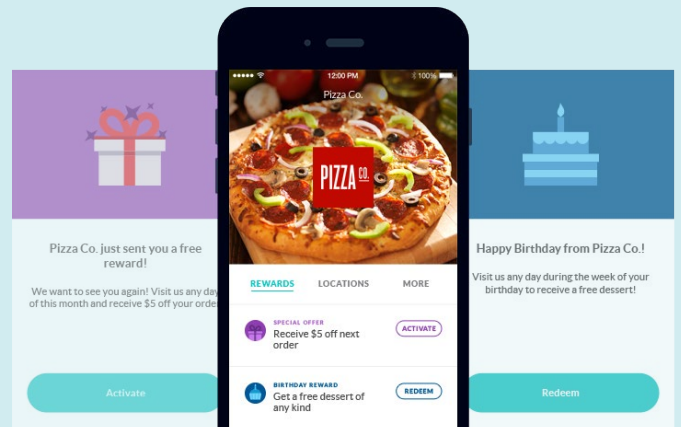


More frequency, more growth

72% of customers visit entertainment centers 1x every 6 months – reducing time between visits creates growth.

Thanx makes entertainment centers stand out to grow sales 30–50%

- Customer Winback
- 2-Way Feedback
- Tracked Promotions
- Off-Peak Traffic Boost
- Birthday Rewards
- and more...



Promotions is just one of the exclusive Thanx 1-click Marketing Tools for entertainment centers. Track the effect of promotions on customers before, during, and after purchase – *automatically*.

[Learn more at www.thanx.com](http://www.thanx.com)