Mango's Tropical Café Drives $44K Revenue in First Seven Months with Custom Email Campaigns
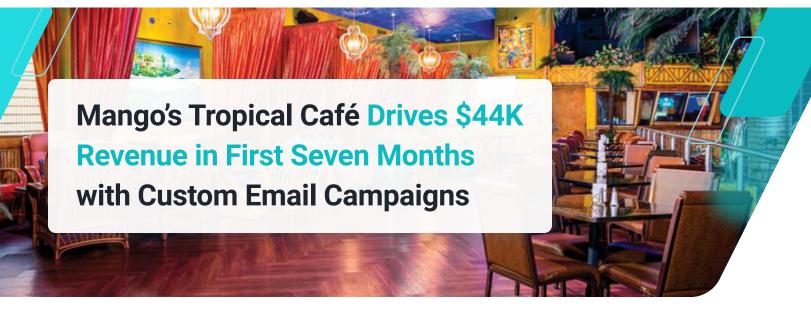
$44K

Revenue Generated by SevenRooms Email Marketing in First 7 Months

$481K

Saved with Direct, Commission-Free Covers in 4.5 Years with SevenRooms

55K

New Email Addresses Added to CRM Database

For over 30 years, Mango's Tropical Café has been a fixture on Miami's nightlife scene. A restaurant, dance club and live music venue in one, the entertainment destination welcomes performers from all around the world. Building on decades of success on South Beach, the team opened a second location in Orlando in 2016. As the business' footprint grew, so did their need for an agile technology partner that could scale alongside them.

That's why, in 2018, the team sought a software solution that could help them streamline operations, facilitate data sharing and enhance the guest experience across both properties. After seeing the platform in action at a Las Vegas convention, then-Vice President Mauricio Cardoso turned to SevenRooms, whose unique technology offering was able to help them achieve each of these goals through:

/ Direct, commission-free reservations
/ Full ownership of guest data
/ White-labeled reservation widget with booking prepayments enabled
/ Comprehensive CRM database with POS integration
/ Customized, targeted guest outreach via Email Marketing

> "The combination of SevenRooms Email Marketing and Automated Emails makes guests feel very connected with us. Being able to choose who our emails are going to — a specific customer segment or broadcasting to our whole database — makes the process a lot simpler."
>
> **Alyssa Fenu**
> *Sales & Marketing Manager*

More Than Just a Restaurant

When Mango's first opened in Orlando, they were among the only hospitality venues in the city offering prepaid experiences like salsa classes and cabaret shows. But as their previous, third-party reservations provider did not support prepayments, the process was tedious and error-prone: they had to call each guest and manually enter credit card details.

After incorporating SevenRooms' white-labeled reservation widget across their website, Instagram and Facebook, the team could now quickly and securely process online payments during the booking flow. Prepaid upgrades like birthday cakes and bride-to-be goodie bags boosted their average spend before guests walked through the door — and **drove $29,000 of incremental revenue** in 2022 alone.

By making it easy for guests to book through these owned online channels and avoiding third-party cover fees, Mango's realized a **cumulative savings of $481,000 and an impressive 64x ROI** over their first 4.5 years with SevenRooms.

A Growing Audience

With guest email addresses either automatically linked to existing profiles in a unified client database or new ones created with every direct reservation, the two venues added over **55,000 new guests** to their CRM over the same period. SevenRooms' seamless integration with their point-of-sale system, Micros, allowed the team to track historical spend data, adding nuance to already robust guest profiles..

Communicating and Connecting

After gaining this 360° view of every guest, Mango's Tropical Café was able to easily segment their client database to power targeted marketing campaigns. With diverse programming and a sizable following, Mango's was an ideal candidate for SevenRooms' new Email Marketing product, which launched in late 2022.

This new tool allowed the team to send custom emails promoting special events, holiday happenings and more to specific guest segments. Better yet, they could easily track the performance of each campaign, including the open rates, reservations made and revenue generated by every email. These efforts were immediately impactful, accounting for **$44,000 of revenue** for Mango's in the first seven months.

Meanwhile they continued to leverage the platform's suite of trigger-based Automated Emails to follow up after every reservation and every review, in addition to re-engaging guests who had not visited in a while, generating **$8,400 of incremental revenue** over the same time. By utilizing SeveRooms Email Marketing and Automated Emails in tandem, Mango's was able to keep guests informed, make them feel more connected to the brand and boost their bottom line — a marketing trifecta.

> "With MailChimp, we had to manually extract our email database and import it. That was very time-consuming and sometimes redundant in cases where we paid for emails that were already in our database. SevenRooms Email Marketing has streamlined our database, and given us a consolidated client list for both locations."

Kiki Haverlin
Sr. HR & Office Manager

Interested in learning how SevenRooms can help you supercharge your email marketing efforts?

Reach out today to **schedule a demo**.

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