

# Nobu London Old Park Lane Achieves **45X ROI** in First 8 Months

## £317K

Saved on Third-Party Commission Fees in First 8 Months with SevenRooms

## 42K

New Email Addresses Added to Client Database

## £28K

Additional Revenue Generated via Automated Marketing Emails

## £6.30

Incremental Revenue Earned per Email Sent

With restaurants and hotels in more than 50 cities spread across five continents, Nobu is one of the most recognizable hospitality brands in the world. Chef Nobu Matsuhisa's melding of Japanese and Peruvian flavours comes to life through iconic signature dishes like miso-marinated black cod and rock shrimp tempura. After the 1994 launch of the New York City flagship, a 1997 opening near London's Hyde Park became the group's first venture outside of the United States.

As a high-volume operation year in and year out, Nobu London Old Park Lane began to feel the weight of cover fees charged by their previous third-party reservation provider. Seeking a technology partner that could help them enhance the on- and offline guest experience and cultivate more repeat business, the team turned to SevenRooms, which to help them achieve their goals through:

- / Direct, commission-free reservations
- / White-labelled reservation widget with integrated experiences
- / ePOS integration with itemised order history to live spend
- / Marketing automation tools proven to drive repeat business

## A Direct Path to Savings

Wanting to maximise their digital real estate and meet guests where they are, Nobu's first order of business was to incorporate SevenRooms' white-labelled reservation widget across their website, Reserve with Google and Instagram profile. By enabling direct bookings through these owned online channels, they avoided substantial third-party cover fees, **saving over £317,000** in the first eight months of working with SevenRooms.

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SevenRooms is not just a reservation platform. It's also a powerful marketing tool, and its main focus is to really maximise the potential of a restaurant. It systematically helps us cut steps in our day-to-day operations that are unnecessary and time-consuming.

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**Federica D'Incecco**

Reservations and Events Manager  
Nobu London

With a direct reservation solution in place, email addresses were collected the moment someone booked a table and linked to an existing guest profile in Nobu's database, or a new one would be created automatically. As a result, they saw nearly **42,000 new guests added to their client database** over the same period. Meanwhile, a customisable reservation widget made it easy for the team to promote seasonal offerings like a Summer Lunch prix fixe menu, communicate policies and even take credit card deposits for large parties – which helped cut down on no-shows and late cancellations.

## More Time to Get Personal

SevenRooms made it easier than ever to share important information with guests during the online booking process, so the team received fewer reservation enquiries over the phone. This freed up valuable time for other important tasks like guest database segmentation for targeted marketing campaigns. Item-level spend history was visible through an integration with the MICROS Symphony ePOS system, while SevenRooms' auto-tag capabilities helped them track guest feedback, allergies, special occasions and more.

Thanks to these robust profiles the system automatically created for every guest, the staff was better equipped to personalise their experience before, during and after every service. They could now send bespoke email communications to the restaurant's high spenders, ensure that VIPs were well looked after on-site and facilitate guest recovery in the case of any less-than-positive reviews, to name just a few examples.

## Send, Track and Repeat

Leveraging the guest data collected through SevenRooms, Nobu is able to send targeted, automated marketing emails to specific segments of their client database and easily measure their performance. Two initial campaigns – sent to guests who made late cancellations or left positive feedback – took just minutes to implement but provided lasting returns, according to Reservations and Events Manager, Federica D'Incecco.

These trigger-based emails achieved a **70% open rate**, more than 1.5x the industry average. They also generated more than **£28,000 in incremental revenue** over eight months, a remarkable **£6.30 per email sent**. With easy-to-setup features like these saving time and generating repeat business, it's no surprise that Nobu London Old Park Lane has seen a **45X ROI** using the SevenRooms platform.

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We are able to directly measure the efficiency of each campaign, to see how much a specific email is generating for a specific Offer. We've noticed that when the call to action directs guests towards a specific experience, we see a high conversion rate in terms of bookings. So that has been great; it has a very big impact.

**Federica D'Incecco**

Reservations and Events Manager  
Nobu London

Interested in saving time and money, while maximising your repeat business? SevenRooms can help.

Reach out today to [schedule a demo](#).

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