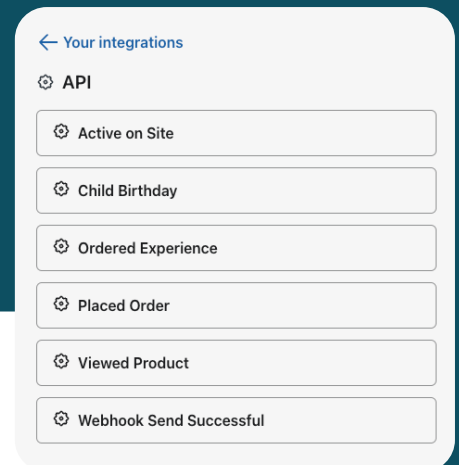


Move faster, drive more revenue and send targeted messages based on real-time guest data.

Klaviyo ROLLER integration elevates your marketing by bringing together ROLLER guest data with Klaviyo's targeted and automated email and SMS capabilities. It's more than a tool; it's your strategy to step into the future where every touchpoint with your guests is an opportunity for growth and unforgettable experiences.

Imagine deploying birthday campaigns with personalised themes and packages, or transforming abandoned carts into fulfilled sales. Or consider the power of an SMS food and beverage offer that reaches guests as they move around your venue. These aren't just ideas; they're proven strategies that work.



Multi-dimensional, real-time segments

Create segments as granular as you need at remarkably fast speeds, updated in real time with automatic ROLLER data transfers. Segment products using a combination of data sources: purchase data, browsing behaviour, order value, and more + unlimited guest attributes.

Maximise ROI and investment strategies

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Create, Analyse and Automate Experiences

- **Creative campaigns at the ready:** Utilise the Roller Klaviyo experience builder to craft engaging, heartfelt campaigns that captivate your guests.
- **Insightful monitoring and adaptation:** Keep a pulse on guest movements and interactions, using real-time insights to optimise their experience.
- **Effortless information updates:** Keep guests in the loop with up-to-the-minute updates on schedules, maps, and key information, all simplified through our platform.
- **Informed strategies for engagement:** Leverage analytics to refine your marketing strategies, ensuring every message hits home.



ONE

All-encompassing platform for guest ROLLER data + marketing automation across email, SMS, and mobile push.

200+

Over 200 venue and attraction industry customer's use ROLLER integration to grow.

\$500K

of revenue driven by guests through Klaviyo ROLLER integration.

ROLLER



klaviyo

Empower your team while marketing operates around the clock.

Klaviyo ROLLER integration turns your guest data into dollars, with automated and personalised emails, texts, forms, social ads, and push notifications.

Welcome Series for New Customers

Automatically send a series of welcome emails to first-time customers. This can include an introductory offer, details about the venue (e.g., maps, schedules), and what to expect during their visit.

Membership Upgrade Offers

For customers who've visited multiple times within a certain period, send targeted emails offering membership upgrades, highlighting benefits like discounts, exclusive access, or freebies.

Re-engagement Campaigns

Identify customers who haven't visited for a long time and send emails to re-engage, possibly including a targeted offer.

VIP Recognition

For top-tier members or frequent visitors, send exclusive emails offering VIP services, early access to events, or personal thank you messages.

Event-Based Promotions

Send timely emails or SMS messages about upcoming events or special nights based on the customer's previous visits and interests.

Post-Visit Satisfaction Surveys

Trigger an email or SMS asking customers for feedback a day after their visit. Use this data to refine experiences and address any issues.

In-Venue Guest Experiences and Offers

Send relevant offers right to guests' mobile. Spotted a family heading to the animal exhibit? A family meal deal sent via SMS could entice them to dine at your on-site restaurant afterwards.

Abandoned Cart Reminders

Trigger reminders for customers who start a ticket purchase but don't complete it. Offer assistance or a limited-time discount to encourage completion.



Child Birthday Marketing

Accelerate children's birthday marketing with parent profile linking and data policy waivers automatically transferred from ROLLER to Klaviyo marketing platform. Send personalised special offers such as theme packages or discounts to encourage celebrations at your venue.

- Set up a sequence of emails leading up to a birthday and touch on the hassle-free planning, unique facilities, and entertainment options your venue provides.
- Prepare for upcoming events highlighting the date and start time, and remind guests to complete any pending actions, such as signing guest waivers. Offer party packages upgrades or add-ons that could enhance their celebration.

