How Funlab runs contextual promotions with metadata and formulas with Vocherify

FUNLAB!

Industry: Entertainment
Size: 500+ employees
Location: Australia
Customer since: 2022

Overview:

Funlab, a prominent entertainment provider, offers a wide range of competitive socializing experiences across its venues in **Australia, New Zealand and the USA**.

Under the Funlab umbrella, **there are seven brands across more than 50 locations**, providing fun, interatvie experiences to people of all ages, including bowling, mini golf, laser tag, challenge rooms, arcade games and much more.

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The challenge

Before joining forces with Voucherify, Funlab's booking system (Meriq) was responsible for promotions and price adjustments. As a bespoke solution, it fit Funlab's needs at the time; however, it also required a lot of development work to launch and manage campaigns.

The entertainment industry is quite specific, and it's uncommon for a ready-made solution to be a good match for it. This is because there are many factors to consider, including:

- ✅ High business seasonality
- ✅ Complex pricing structure
- ✅ Multi-brands and localization issues

FUNLAB NEEDED A SOLUTION THAT WOULD:

1 Allow launching and managing promo campaigns without involving developers.

2 Enable running dynamic cross-brand campaigns to drive online registrations.

3 Offer custom campaign rules to fit Funlab's complex pricing model.

Why Voucherify?

The complete product discovery and integration spanned over **three months**. Voucherify REST APIs were a perfect fit for Funlab's headless React application and iterative approach to integration, allowing Funlab to extend the Voucherify usage to more brands and systems gradually.

> **Our in-house system was very limiting – it allowed us only to roll out basic promo scenarios, without the flexibility to develop more advanced use cases. Thanks to Voucherify metadata capabilities, rolling out more advanced campaigns was a piece of cake.**
>
> **Harrison Carr**
> Product Owner

Voucherify headless architecture lets Funlab plug promotion capabilities into systems and touchpoints of their choice.

For instance, Voucherify redemption data is streamed to Google Analytics, and soon, Voucherify will be able to communicate with Funlab's new CRM systems, built on top of Salesforce Marketing Cloud.

How Funlab uses dynamic formulas?

Rather than using a fixed value for a discount, Voucherify allows Funlab to create **dynamic discount formulas** on top of custom attributes to change the ultimate discount value based on the order and customer context.
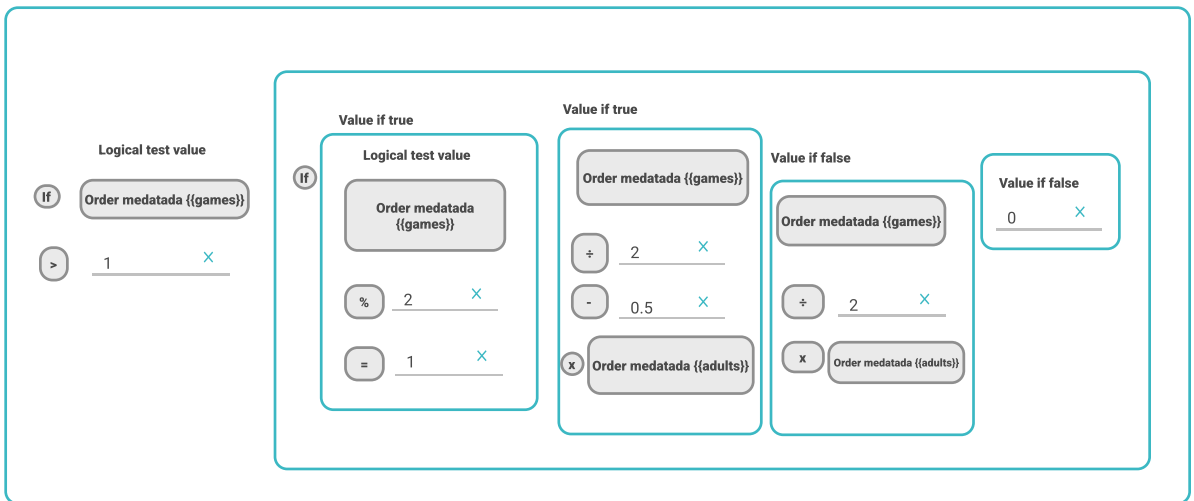
Thanks to Voucherify **metadata objects** and **dynamic discount formulas**, Funlab can now quickly run business-specific promotions that vary based on plenty of conditions, such as:

- ✅ Location
- ✅ Brand
- ✅ Day of the week and time of day
- ✅ Demographic and group type

How Voucherify simplifies campaign management?

Voucherify allows Funlab to test and experiment with different campaigns for specific locations and brands, without negatively impacting other projects.

> **Voucherify's ability to consume metadata is a life-saver. It allows us to minimize development time and scale campaigns across selected brands and locations without damaging anything in the process.**
>
> **Harisson Carr**
> Product Owner

Campaign management is also made easier with **duplication capabilities**, which allows Funlab's marketing team to copy specific campaigns and adjust their settings in minutes before going live.

With unlimited user seats, customer service reps can **quickly troubleshoot** what went wrong with a particular offer. They can filter codes quickly based on many attributes and deactivate them with one click.

Campaigns

Name	Date Created	Quantity	Redeemed	
$5 Activities | Day Of Fun Promotion • ACTIVE	01.08.2023	4200	1000	
-20% MINI GOLF Discount • ACTIVE	08.02.2021	2100	1600	Roll back
NZ FAMILY DEAL Promotion • ACTIVE	08.02.2022	8000	700	Deactivate

Discover Funlab's campaigns

Apart from simple scenarios such as percentage, amount or fixed discounts which Funlab can whip out in minutes, they also implemented:

✔ **Dynamic discounts:** to boost registrations on different days of the week. They used a standalone code to adjust the discount value based on the day.

For example, they increased the discount to **20% from Monday to Thursday** to boost bookings during off-peak times. **On weekends (Friday-Sunday), the discount was lowered to 10%.**

> **The flexibility of Voucherify opened new acquisition channels and revenue opportunities for our brand, allowing us to upsell and cross-sell. We have a lot of channel partnerships where we are able to tap into their audience, offer them an exclusive discount, track the redemptions and see how that partnership is performing.**
>
> **Jess Pang**
> Commercial Partnerships Manager

Bundle deals: for customers who book multiple activities together, receiving a flat price discount in turn. This encourages cross-shopping across Funlab's brands, enhancing the customer experience in the long-run.
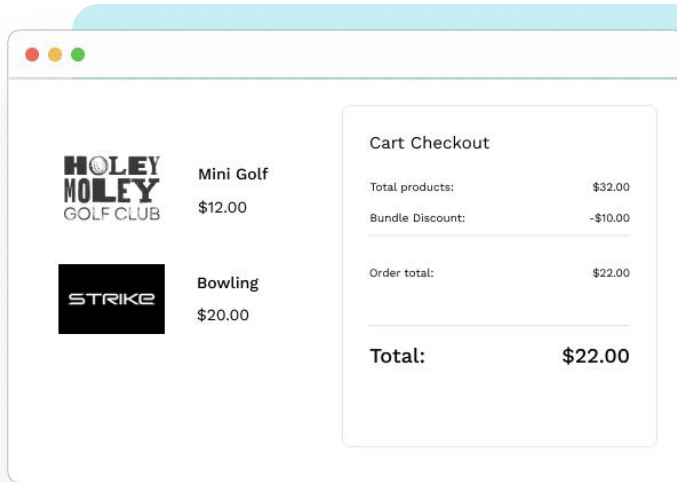
Family deals: which initially would flat price specific items based on the group type and demographics (for instance **2 adults + 2 children**).
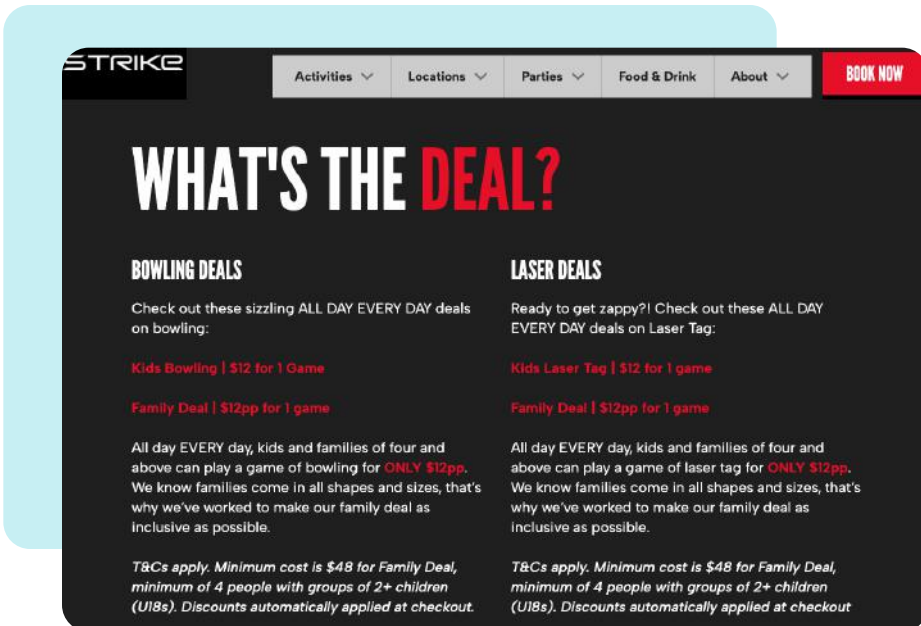
How Funlab distributes campaigns?

Funlab promotes their campaigns by not only **giving out printed promo codes to customers at venues**, but also by leveraging various digital marketing channels to connect with their customer base, such as **brand websites, emails, and collaborating with partners and affiliates.**

For offline customer engagement, Funlab runs local area marketing campaigns where they share **tangible vouchers** with neighbouring retailers at shopping centres.

How Funlab drives revenue with Voucherify?

By implementing an API-based promotional tool, Funlab was able to remain flexible in creating promotional campaigns tailored to their complex pricing system and multi-brand needs.

By joining forces with Voucherify, they achieved the following results:

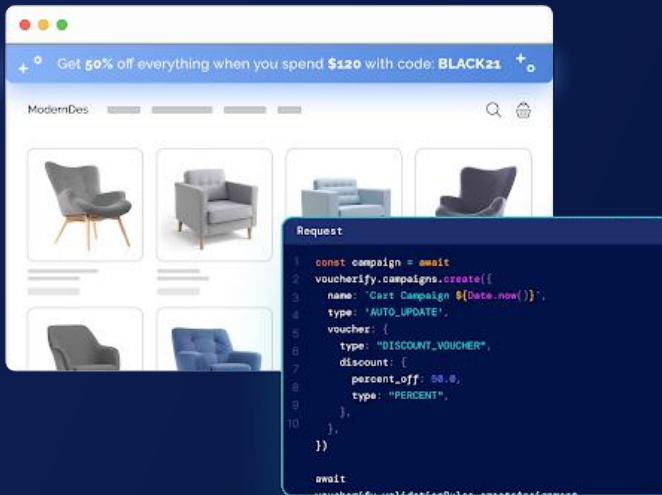**1** Saving precious development hours and resources.

2 Substantial time savings for the customer service teams due to quick troubleshooting.

3 Unlimited campaign targeting with metadata & dynamic discounts.

Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.

voucherify