

CASE STUDY



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OVERVIEW

Stone Brewing Automates Communication With Klaviyo

Stone Brewing first opened in San Diego County in 1996. They are the ninth-largest craft brewery in the United States, with two production facilities: Escondido, CA, and Richmond, VA. With seven locations throughout the country, Stone Brewing operates various restaurants and taprooms to enjoy beer, ranging from large-scale fine dining to casual, local-friendly atmospheres. Stone Brewing operates with GoTab in six of their taprooms, optimizing their guest experience and back-of-house operations.

THE SITUATION

A big part of Stone Brewing's fanbase visits its website to locate beers, shop merch, and learn about new releases. Stone first implemented Klaviyo on their website, offering interested visitors an incentive to sign up for their email newsletter. Stone increased email subscribers by 25%. The days of manually uploading emails are in the past. Since the GoTab and Klaviyo integration, the opportunities to engage with customers on a personalized level and implement marketing campaigns are endless. With the robust integration, Stone can automate new subscribers from their in-person customer base, their core sales channel.

COMPANY

Stone Brewing

INDUSTRY

Brewery, Restaurant

FEATURES

Revenue Optimization Zones
Guest Segmentation
Promotions
Announcements & Notices



WHAT'S COMING NEXT

Klaviyo x GoTab Sets the Stage for Personalization and Growth

Going into 2023, Stone Brewing plans to improve its email marketing strategies further with the Klaviyo and GoTab integration. Stone intends to create segments to give guests the latest news and promotions on their favorite, frequently purchased items and introduce them to menu items they are sure to enjoy based on their current likes. This will add value for their guests and generate higher revenue and expand guests' purchasing habits beyond their regular favorites.



Klaviyo was an easy choice because of the platform's integration with GoTab and Shopify, and all the automation possibilities. Guest relationships are crucial for us, and now we have the ability to personalize communications with our guests.

**— Alex Repola, Stone Brewing,
Senior eCommerce Manager**

GoTab's ability to have notices directly on your menu will allow Stone to target guests with a unique offer to incentivize guests to sign up for their newsletter. In addition to the automatic opt-in box that all guests see on the receipt when using GoTab's Mobile Order & Pay. The seamless communication between GoTab and Klaviyo means Stone can include coupons and discounts from GoTab in their email communications. This will automatically add the coupon or discount to the guests' GoTab account, easing their experience once in person and capturing critical conversion data. Taking the guest data from GoTab, Klaviyo can turn ideas into action, capturing segments and reaching the right guest at the right time.

THE BENEFITS

- ✓ **Increased Communication**
Subscribers want to hear from you. Inform guests about new releases, local events, and promotions. Automation ensures you optimize your marketing resources to turn data into action.
- ✓ **Automatic Data Syncing**
First-party data and new subscribers are at your fingertips immediately. Personalize emails and texts on special occasions—send the right communication at the right time.
- ✓ **Real-Time Data**
See who has browsed certain products or menus further to understand your customers and their wants and needs.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual** and **fine dining** to resorts and entertainment venues with all the stops in between.