



CASE STUDY

Bottleneck

How Bottleneck grew signups **200%** in each of the last 3 months and delivered **\$335k** in revenue growth YTD.

Bottleneck Management Restaurant Group, an 8-brand, 13-location casual dining hospitality company, achieved a **200% increase in loyalty program signups** in each of three months over a 90-day period and **\$335,000 in revenue growth YTD** using Thanx's app-less loyalty experience.

"The results were explosive — revenue year to date from our Rewards members is up 24% higher than it was last year at this time. For us, that's about \$335,000 in revenue growth this year. That's real money. And best of all, the data shows these new members are becoming habitual customers."

Angela Zoiss, CMO, Bottleneck
Management Restaurant Group

Hear the story from Angela ►



The Challenge

"We were stuck below industry benchmarks for loyalty signups, and frankly, it was driving me crazy. But in just 90 days, we increased signups by 200% MoM for three months straight and have added \$335k in revenue from rewards members YTD"

Angela Zoiss, CMO, Bottleneck

Despite a loyal fan base at its sports bar concepts, **City Works** and **Old Town Pour House**, Bottleneck was struggling to convert casual diners into rewards members at a rate they knew was possible. The existing program had strong engagement from current members, but the pace of new signups lagged — costing the brand untapped revenue and missing opportunities to build repeat business.

The Solution

"Here's exactly what we did: We used Thanx's app-less loyalty experience by adding a QR code right on our menu, next to the free item offered for signing up. Instead of our previous '\$10 off,' we offered a 'Free Bar Bite Today' — immediate gratification with no app download required. Customers could join instantly with one scan and be rewarded during that visit."

Angela Zoiss, CMO, Bottleneck

With guidance from Thanx during an office hours session, the team implemented an app-less in-store signup by placing a QR code directly on the menu with a callout to join, designed exactly as a menu item in the Bar Bites section. The app-less experience removed all download barriers, allowing guests to join instantly and be rewarded in the moment. Best of all, guests didn't have to download an app. The experience was smooth and seamless, just taking a few seconds to complete.

The Outcome

\$335K

Reward member spend is up 24% YoY, or \$335K more revenue from reward members YTD.

200%

Signups up 200% in each of three months over a 90-day period.

38%

First purchase tracking up 38% vs. last year.

"It's great to have a partner like Thanx who quite literally proactively scheduled an office hours session with us to talk about our data. That was not something I even asked for. The value of that type of partnership is hard to overstate."

Angela Zoiss, CMO, Bottleneck

