

leap group x PINSTRIPES

# Putting the bolognese back in bowling: How Leap Group Made Pinstripes Matter More

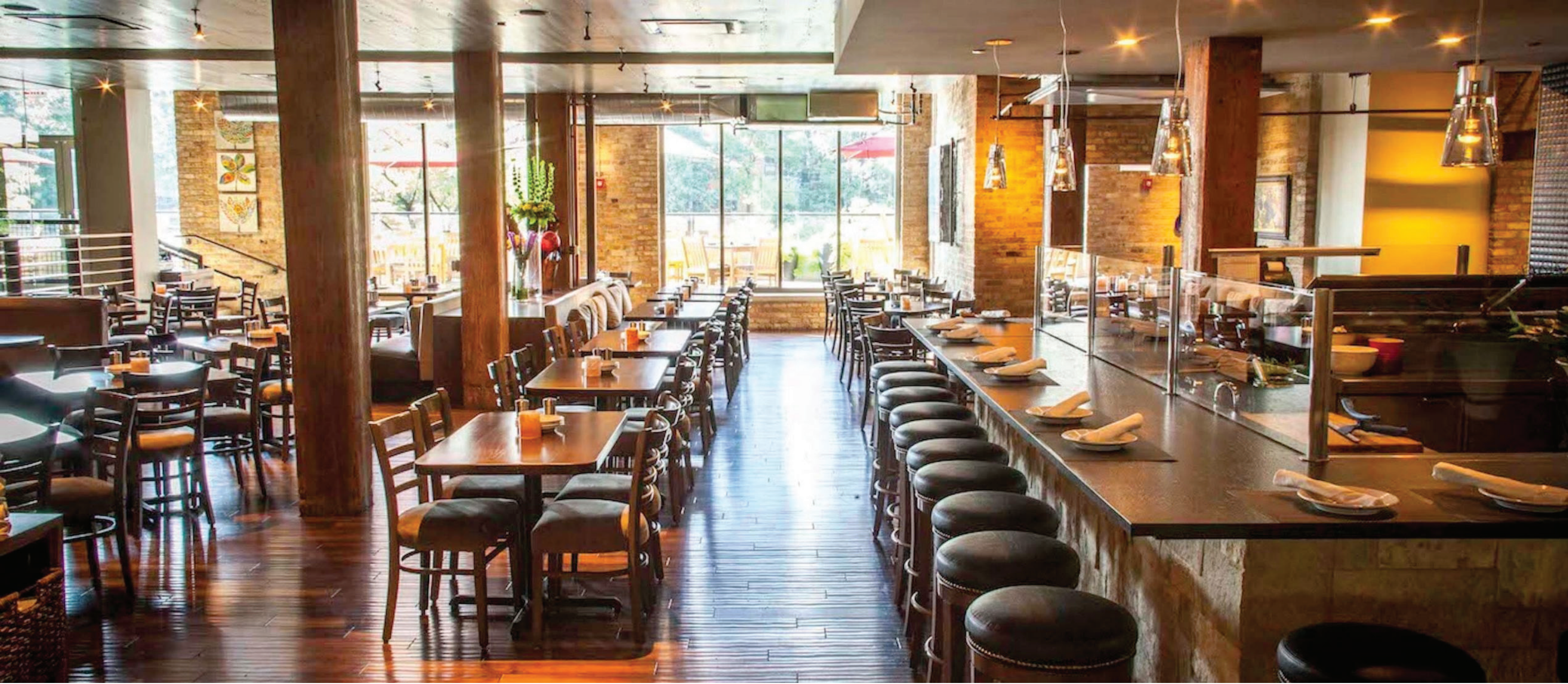
Pinstripes is an emerging challenger brand from the “eater-tainment” space, combining high-end bowling and indoor/outdoor bocce with 4-star Italian cuisine, rooftop and patio space, and a matching spirits list. The bowling space has needed a breath of fresh air for decades, and Pinstripes answers that call with gusto.

However, they came to Leap Group with an intriguing challenge: they were struggling with lead-gen for their events during the summer months. This was puzzling: with school out of session; plenty of graduations, weddings, reunions and other events to celebrate; and many companies hosting fun corporate days for employees; shouldn't events lead-gen in the summertime be a proverbial walk in the park?

# Managing **three verticals** in a single company

So, we took a closer look at Pinstripes' business model, which is somewhat unique due to their diversified businesses-within-a-business structure. For us, that means they have 3 business verticals within each location: gaming, dining, and events. Both the gaming and dining verticals' media drives full-funnel, local engagement focused on store visits and online orders, as well as reservations and season passes. The events vertical media drives lead-generation efforts for their corporate and social events offerings including weddings, birthdays, anniversaries, reunions, and corporate parties.





# Unraveling the **Pinstripes** puzzle

Having provided media planning for Pinstripes during the spring and summer, our team began to re-examine the company's previously communicated "challenges with Events lead-gen during Summertime." In the past, Pinstripes had seen leads spike in Q4 and Q1 and fall off a cliff during Q2 and Q3. As a result, the brand would move away from spending on events lead-gen during pivotal months, due to the loss of CPA efficiency they experienced time and again.

This led our team to a new hypothesis: Is it possible that competition and strategy, not demand, were Pinstripe's real issues during warm weather months? We were encouraged to test and find out the answer.

# Campaign optimization with **seasonal** and **geographically** specific targets

First, we turned to our in-house creative teams to refresh Pinstripes' digital creative and give it a look and feel that matched the fun and excitement of the actual experience. Then, utilizing the updated ads and messaging, we aligned next-gen strategy with our execution plan, and brought forward a new focus on seasonal value propositions. This included geographically specific campaigns, such as ads highlighting indoor fun in the fully air-conditioned spaces for Pinstripes locations in the hot and humid Southern climate.

**PINSTRIPES** | Event Summary Location Jul 27, 2024 - Aug 9, 2024

Spend <b>\$135,088</b> -17.2% from previous 14 days	ROAS <b>2.08</b> +44.5% from previous 14 days	ROI <b>108.0%</b> +145.6% from previous 14 days	Avg. Customer Value <b>\$570</b> 0.0% from previous 14 days	Cost per Acquisition <b>\$274</b> -30.8% from previous 14 days	Click to Conversion Rate <b>1.6%</b> +35.7% from previous 14 days
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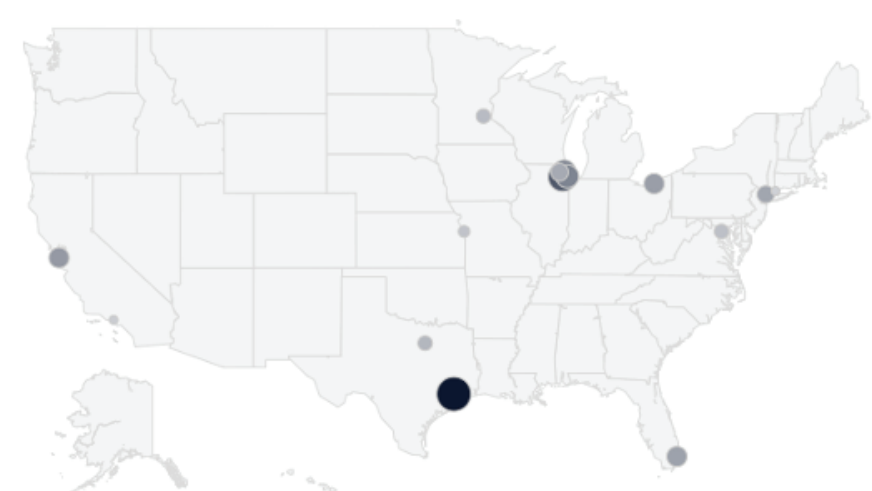
**Conversion Funnel Metrics by Channel**

Channel	Paid Google
Impressions	1,422,904
Clicks	31,481
Conversions	493

**Performance by Location**

Location	Clicks	Cost per Click	Spend	Leads	Cost per Lead	ROAS	ROI
Northbrook	1,066	\$5.19	\$5,530.28	29	\$190.70	2.99	198.9%
South Barrington	834	\$6.47	\$5,394.62	20	\$269.73	2.11	111.3%
Edina	990	\$5.00	\$4,946.54	16	\$309.16	1.84	84.4%
Oakbrook	920	\$5.31	\$4,884.6	39	\$125.25	4.55	355.1%
DC	1,376	\$4.95	\$6,812.82	34	\$200.38	2.84	184.5%
Overland Park	772	\$6.78	\$5,231.6	14	\$373.69	1.53	52.5%
River East	1,198	\$5.83	\$6,979.66	29	\$240.68	2.37	136.8%
Bethesda	1,034	\$5.15	\$5,324.98	15	\$355.00	1.61	60.6%
Fort Worth	934	\$4.84	\$4,519.44	17	\$265.85	2.14	114.4%
Cleveland	820	\$5.65	\$4,628.9	23	\$201.26	2.83	183.2%
Houston	1,520	\$4.32	\$6,562.4	54	\$121.53	4.69	369.0%
San Mateo	1,250	\$5.64	\$7,046.54	24	\$293.61	1.94	94.1%
Norwalk	720	\$7.77	\$5,597.54	11	\$508.87	1.12	12.0%
Topanga	1,840	\$8.52	\$15,677.78	12	\$1,306.48	0.44	-56.4%
Aventura	1,702	\$5.38	\$9,161.8	22	\$416.45	1.37	36.9%
Paramus	2,132	\$2.47	\$5,260.32	21	\$250.49	2.28	127.6%
National	12,373	\$2.55	\$31,528.64	113	\$279.01	2.04	104.3%
<b>Grand total</b>	<b>31,481</b>	<b>\$4.29</b>	<b>\$135,088.46</b>	<b>493</b>	<b>\$274.01</b>	<b>2.08</b>	<b>108.0%</b>

ROAS By Location



<p>FY24_Offers_Summer Ticket...</p> <p>Click score <b>100</b></p> <p>Link clicks <b>11,414</b></p> <p>Impressions <b>334,686</b></p> <p>CTR (link click) <b>3.41%</b></p>	<p>50% off Entrees_Facebook_Li...</p> <p>Click score <b>99</b></p> <p>Link clicks <b>752</b></p> <p>Impressions <b>24,538</b></p> <p>CTR (link click) <b>3.06%</b></p>	<p>FY24_Orlando_Consideration...</p> <p>Click score <b>79</b></p> <p>Link clicks <b>5,485</b></p> <p>Impressions <b>290,667</b></p> <p>CTR (link click) <b>1.89%</b></p>	<p>FY24_Free Delivery_Consider...</p> <p>Click score <b>75</b></p> <p>Link clicks <b>1,673</b></p> <p>Impressions <b>134,889</b></p> <p>CTR (link click) <b>1.24%</b></p>
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# Making magic strike with an **always- optimizing** approach

Once we had optimized the campaigns for season and location, our teams spent weeks making real-time adjustments and pivoting to take advantage of changing opportunities. With our always-on, always-optimizing approach, we were able to generate significantly higher conversion rates and better lead quality, including a 33% increase in events leads, 50% increase in booked events from those leads, and an incredible 38% increase in revenue for summer events year-over-year. Helping our clients solve their business problems with a little research and a lot of smart media strategy? That's just how we bowl.



**+38%**

events revenue

**+33%**

event leads

**+35%**

events lead-gen  
investment

**+50%**

booked events  
from leads

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