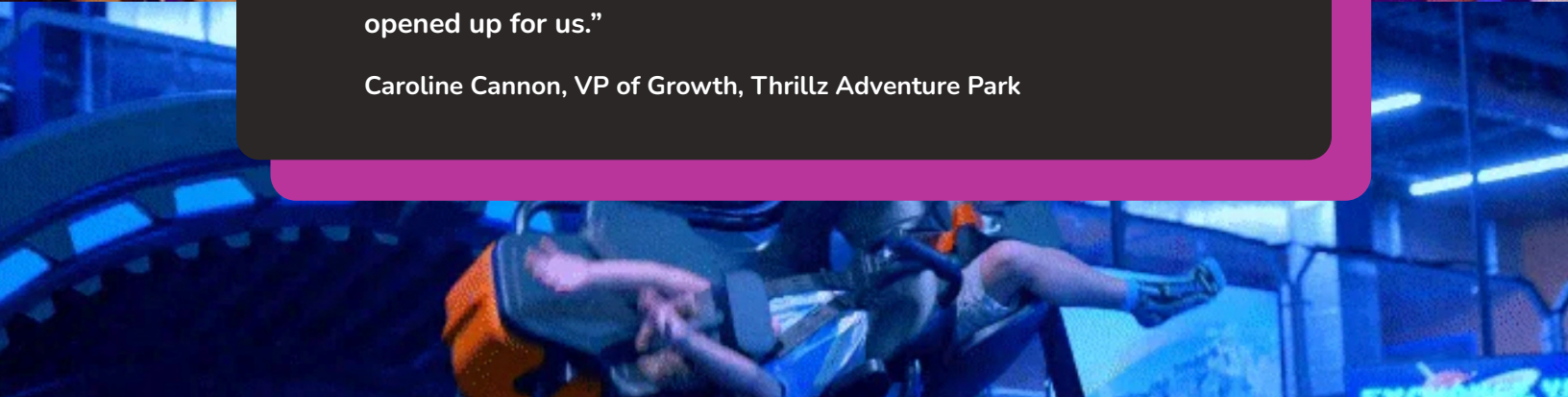


“I tell everyone they should sign up with Patch. Just last week I got a call from another business owner asking my feedback on it, and I couldn't stop saying how great it is. I LOVE it. It's been easy to use and we love how much additional functionality and revenue this has opened up for us.”

Caroline Cannon, VP of Growth, Thrillz Adventure Park



## Introduction

Thrillz Adventure Park is a rapidly growing two location park offering high-energy fun for families, teens, and groups. Each location combines wall-to-wall trampolines, climbing walls, ziplines, ball pits and slides—all under one roof. With 2 locations in the US, Thrillz is poised for an incredible future.

## Challenges

Prior to finding the combined Patch + ROLLER solution, Thrillz faced a number of challenges.

Caroline indicated they needed a solution that could handle complex organizational structures efficiently. For instance, she needed consistent, yet customizable, email and SMS templates for both locations.

And traditionally there has been a lack of specialized tools for the industry, specifically marketing solutions. She needed a simple solution for email and SMS marketing for their large and growing database of customers. She wanted a solution that could help one-time visitors become frequent customers.

## Solutions

Thrillz started using the combined Patch + ROLLER solution to bring their customer engagement and marketing strategy into one. With the help of Patch, they now:

- Use deep Patch segmentation based off where a customer is at in their journey. People who are frequent guests receive different communication than those that are new.
- Trigger automations for customers if they've had no contact with the business in 90 or 180 days.
- Automated birthday and 60-day birthday follow-up campaigns.
- Simple drag-and-drop campaign builders.
- Text and email blasts that are easy to deploy.
- Integrated campaign tracking and revenue attribution.
- Seamless integration with ROLLER, their POS and booking system.

**Using Patch + ROLLER has changed our company. It makes marketing simple, powerful and easy."**

Caroline Cannon, VP of Growth  
Thrillz Adventure Park

## Results

Caroline says the impact on Thrillz as a business has been dramatic: at the King of Prussia location in Pennsylvania nearly \$80,000 of revenue has been impacted by Patch campaigns in just the last several weeks.

Some email campaigns have produced \$20,000+ or revenue by themselves.

"Patch definitely pays for itself many times over," Caroline says. "Patch rises above them all just as far as ease-of-use goes, especially with accessibility when it comes to multi-location businesses and being able to templatzize things. Patch makes you look REALLY good. So if you want to look good at your company, you should get Patch."

And once you set everything up, it's a breeze to run.

"It's a really small time commitment for BIG impacts."