



How Holiday World & Splashin' Safari Accelerates Acquisition at a Lower Cost

SUMMARY

Holiday World & Splashin' Safari brought on Quikly's urgency-marketing technology to help achieve acquisition goals in a fast, cost-effective way. In their very first activation together, which ran for 20 days, they:

- Activated 39,929 consumers to participate
- Acquired 22,291 incremental email subscribers, which accelerated ticket sales
- Achieved a cost per acquisition that was at least 25% under benchmarks

Since, Holiday World has built a long-standing partnership with Quikly. Today with each new activation, acquisition costs still remain at least 25% under benchmarks.

THE BACKGROUND

The team at Holiday World takes a lot of pride in their park — and for great reason.

USA Today named them as having the “#1 Outdoor Water Park,” and they earned TripAdvisor’s “Certificate of Excellence” so many times that they’re now in the Hall of Fame. They’ve also been ranked as having the “#1 Water Park Ride” for 10 straight years by Amusement Today and the “Top Wooden Coaster” by both Amusement Today and TIME Magazine.

“We joke around that we like things that end in ‘st’ ... longest, tallest, first,” said Ashley Blankenbaker, Holiday World’s Director of Marketing. “Our executive management focuses a lot on continuing to invest in and grow the park, and when possible, we like to do that with firsts.”

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- Ashley Blankenbaker, Director of Marketing, Holiday World

But she was quick to add that Holiday World puts just as much emphasis on quality: “Our recognition also comes from the quality of the rides.”

This love of superlatives and focus on quality isn’t limited to the parks themselves: The Holiday World team also aims their achievement mentality at marketing performance. That’s why they constantly get invitations to speak about their email marketing and CRM success. It’s also why they decided to test urgency marketing.

THE CHALLENGE

Holiday World's reputation is such that it has seen consistent growth, largely thanks to referrals. But remember those superlatives? The brand was looking for new ways to achieve aggressive acquisition goals faster and better — beginning with acquiring quality email subscribers that would convert into ticket sales. They needed to do so in a cost-effective way that wouldn't require too much bandwidth to execute.

That's when Ashley was introduced to Quikly, an urgency-marketing technology that leverages incentives and psychology to immediately increase consumer response.

She noticed that Quikly was different in that it could motivate consumers around more than one behavior at a time, in a fun new way. "We typically run a lot of sweepstakes. We do a lot of giveaways," Ashley said. "But Quikly has the ability to bring multiple platforms and multiple initiatives together in a really unique way. I liked that it was really unique."

So she decided to give it a test run.

THE SOLUTION

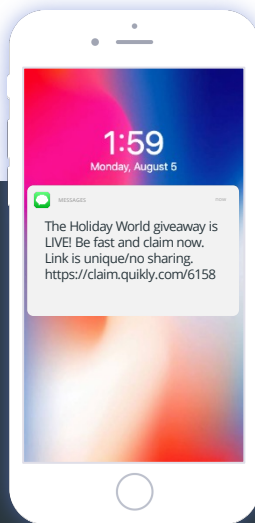
Setting up that first test was simple: It would run for 20 days and leverage psychological motivators like anticipation, scarcity, competition and social proof to motivate consumers in an exciting new way.

Here's how it looked:



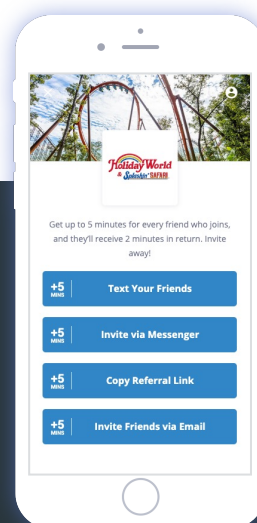
THE INCENTIVE

Holiday World launched an activation using Quikly, where consumers were told that a limited set of rewards would be released soon.



HOW TO WIN

Participants opted in by entering their email address. Then they simply needed to click a special claim link when the prizes were released. The fastest to click claimed the biggest reward.



BONUS

Participants could receive a "heads up" before the rewards were released to increase their chance of winning. They only needed to refer friends to the activation.

Quikly built out the entire experience, from strategy through execution, to keep it turnkey for Ashley and her team.

THE RESULTS

Here are the results of that very first activation:

- Activated 39,929 consumers, who participated in the activation
- Acquired 22,291 incremental email subscribers, which accelerated ticket sales
- Achieved a cost per acquisition that was at least 25% under benchmarks

This performance led Ashley to embed urgency marketing into her acquisition strategy. Two years later, it's still there. She's currently using Quikly to run frequent activations that acquire new email subscribers, customers and, as of recently, social media followers. **On average, Holiday World continues to see a cost per acquisition that is consistently at least 25% under benchmarks with each new activation.**

Ashley says a huge part of why she leverages Quikly today is because of the speed at which it helps her hit goals: "That part of the platform is why we use it. In just two weeks we have 10,000 extra emails or hundreds of thousands in tickets sold and a thousand new Instagram followers. It is a really, really quick return on investment."

It also remains cost-effective. "We get our money back through ticket sales, so that's never a question," Ashley said. "But I usually look at it by lead, so I have a goal of how much I want to pay per lead, and it's always within that range. It's incredibly affordable in that way. If you're paying for a list it's much more expensive, and they're not necessarily interested in your brand."

And finally, Quikly meets her needs of not requiring much bandwidth. "It's really turnkey at this point for me, and the back-end of the platform is extremely user friendly," Ashley said. "It honestly is usually one call to kick things off and then one hour to go through and approve everything. Quikly is almost an extension of our team at this point with how knowledgeable they are about our brand."



FUTURE PLANS

In the future, Holiday World plans on continuing to leverage Quikly for acquisition across email/CRM, social media and ticket sales.

"It adds a sense of excitement, and now that we're doing it people come to expect it," Ashley said. "And we're still getting new customers. With social referrals, Quikly almost makes each participant an influencer of their own."

She's now leveraging some of that influence to help build Holiday World's social media channels, as well: "Recently we've started [leveraging Quikly] for social referrals, increasing our followers on Instagram, and we've seen huge success with that, too."

Her team's last two activations have each created the following results over 10 days:

- Generated an average 1,084 incremental Instagram followers
- Acquired 5-7K new email subscribers, which accelerated ticket sales
- Activated an average of 20K people to participate

Between these and former activations, Quikly continues to watch Holiday World hit some of the best social referral rates they've seen a brand achieve to date. And they expect the trend to continue. Because that's just what happens when you partner with a team who likes things that end in "st."

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Director of Marketing at Holiday World

ABOUT QUIKLY

Consumers are more distracted and empowered with their purchase decisions than ever before, making it all too easy to tune out even their favorite brands. Quikly's technology platform helps. It leverages incentives and psychology to motivate consumers, so brands can immediately increase response around their key marketing initiatives. Brands like DSW, Domino's Pizza and American Eagle use Quikly to achieve acquisition and retention goals faster, more cost-effectively and with less resources.

Interested In Learning More? Say Hello!

