

ODEON

Case Study: ODEON Drives 84% Secondary Revenue Growth

ODEON has long been a leader in creating memorable experiences for film enthusiasts. With ambitious goals to grow B2B media revenue, Europe's largest cinema operator was looking for strategic partnerships that could deliver more than just commercial value; they needed a solution that would also enhance the overall guest experience.

In a market where audience attendance and film slates can vary seasonally, ODEON was seeking a solution that could consistently drive incremental secondary revenue and be easily implemented.

Our Solution

ODEON partnered with Webloyalty to unlock the untapped value of booking confirmations and post-purchase interactions. By aligning media opportunities with key moments in the customer journey, Webloyalty helped create more engaging, relevant, and memorable interactions for ODEON's audience by offering its customers the opportunity to join a membership rewards programme.

Webloyalty paid referral commission for each new member to join, which outperformed a secondary revenue supplier competitor ODEON was previously working with. This new partnership saw a vast uplift in their earnings, driving stronger results and setting a new benchmark for commercial impact, with minimal operational lift required.

Key Outcomes

The collaboration has delivered sustained and measurable commercial success:



84%

Uplift in Secondary Revenue

Since beginning the partnership with Webloyalty, ODEON's secondary revenue has seen an increase of 84%, firmly establishing this channel as a top performer.

With access to rewards at over 1,000 retailers, ODEON's customers were offered an enhanced experience beyond the purchasing journey.



1,000

Retailers



Zero-Fee

Solution

Webloyalty's solution was integrated into ODEON's confirmation page at zero cost.





Webloyalty has been a standout partnership for ODEON, helping provide continuous growth, which has consistently exceeded expectations. It's been a pleasure working with the team, collaborating to implement fresh and effective ways to drive revenue growth. I'm excited to see how this valued partnership continues to evolve and thrive in the future!

Deepal Parmar
Sales Manager - Media & Gifting

