

UNTAPPD

Strengthening Brand Awareness and Customer Engagement while Reducing Operational Costs

Untappd for Business
Case Study



stonegate
PUB COMPANY

COMPANY OVERVIEW

Stonegate Pub Company, based in Luton, Bedfordshire, is the largest privately held managed pub operator in the UK, employing over 15,500 people. They operate over 770 pubs, with a variety of formats such as community and high-street pubs, branded bars and late-night venues. These are broken out into several segments that include Classic Inns, Local Pubs, Great Traditional Pubs, Slug and Lettuce and more. Through these concepts, their core goal and mission is to deliver fantastic customer experiences. Like Untappd's, "Drink Socially" commitment, Stonegate venues pledge to ensure their customers "Drink Sensibly" while enjoying their favorite craft beer and cocktail selections.

CHALLENGES

Keeping menus up to date across all platforms while continuously engaging your customer base and community can be challenging when demand is high and you operate hundreds of pubs. And with the craft beer market always evolving, staying up to date with the market and craft beer expertise is important.

Stonegate recognized the need to equip their managers with constant on-hand beer knowledge and increase operational efficiencies and customer engagement. Untappd for Business allows Stonegate's managers to update their menus across all platforms with speed and ease.

"As a company, I dread to think how much time and money we spend updating craft beer and cask ale boards. Untappd allows us to update so much more quickly and easily and is helping us keep our customers informed and up to date on multiple platforms when linked to websites, social media, and digital boards."

Nige Moore
General Manager at Stonegate Pub Company



SOLUTION & RESULTS

4,000% ↑

Beer Check-ins
in 365 Days

After implementing Untappd for Business, the number of beers Untappd users purchased and checked-in at participating Stonegate venues increased by almost 4,000% in just one year (282 check-ins in 2018 to 11,369 in 2019). The number of Untappd users that subscribe to Stonegate's pubs for updates on their beer menus and events also grew 610% in that same year. With London being the top checked-in city in the world in 2019, Stonegate recognizes the exponential growth of Untappd in the UK.

"The number of London [Stonegate Pubs] sites we have requesting Untappd's use is growing rapidly, and we know the London community is using this more than anywhere else in the world right now, which sets a good tone for what might be on the horizon for the UK as a whole as London tends to lead the way with future trends", says Moore. "Untappd is keeping us up to date with our target market and is showing Stonegate's intentions to lead innovation and progression".

ABOUT UNTAPPD

Untappd is the world's largest social network for the beer community with over 7 million registered users and 165,000 new downloads each month. Users share and discover beer, while connecting with new businesses and friends. Beer enthusiasts engage with Untappd for Business partners through the mobile app, providing businesses with valuable data and analytics in real time. The Untappd for Business platform not only helps businesses gain exposure to a targeted market,

but partners also leverage a database of over 1.4 million beers. The all-in-one menu publishing toolkit syncs social accounts, websites, print and digital menus, and Untappd profiles in one click. Businesses save time by posting content to Facebook & Twitter pages from the Untappd for Business dashboard. Untappd for Business partners stand out on the app by showcasing events and specials, and alerting subscribers to new beers and events via push notifications.

Request a demo today at

untappd.com/business