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# Copper Kettle Cafe

## Case Study

**Location:** Waterdown, Ontario  
**Owners:** Scott & Beth Drummond

## Scott and Beth’s key objectives in working with GetintheLoop

- Improve the customer experience
- Reach a younger audience

The Copper Kettle Cafe located in scenic Waterdown, Ontario offers specialty coffee, lunch, dinner, and after dinner drinks for locals and tourists alike. The Copper Kettle is famous for their apple fritters and is your home away from home in Waterdown.

Owners Scott and Beth Drummond have over 40 years of combined food and beverage experience including from cooking and other restaurant roles to upper management and corporate positions with Canada’s best restaurant brands.



## The Challenge

The Drummond’s goal was to rebuild their business to be stronger than before the pandemic. His plans included a renovation, additional digitization of the business, and a new marketing strategy.

## The Solution

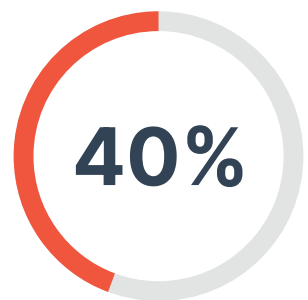
- Improve the customer experience

The Drummond’s wanted to update and improve their customer experience and needed any changes to be easy to adopt by both his customers and staff. One of the ways GetintheLoop has helped is by transitioning their loyal customers to our contactless digital punch card.

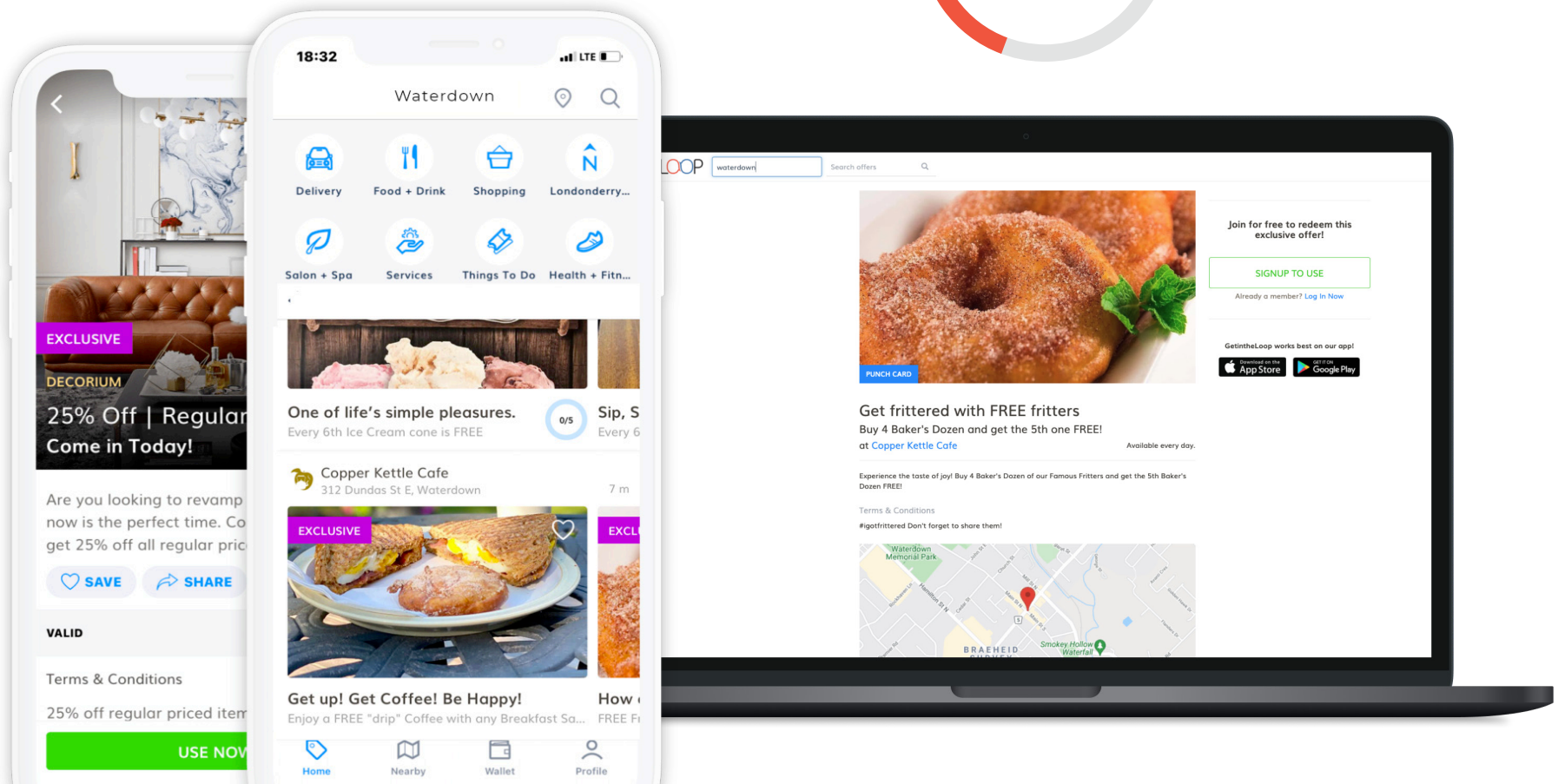
Drinking coffee is a daily ritual for most and The Drummond’s set up a strong loyalty offer to engage regular coffee drinkers. By setting their punch card offer to “buy 6 coffees, get the 7th free” loyal Copper Kettle customers could earn their coffee reward every week.

Paper punch cards are easily forgotten or lost but Copper Kettle customers can quickly find their punch card in the GetintheLoop app right on their phone. The Copper Kettle’s punch card offers appear in GetintheLoop’s live offer feed as a constant reminder of the offer and for those who have started a punch card, of the progress they’ve made so far.

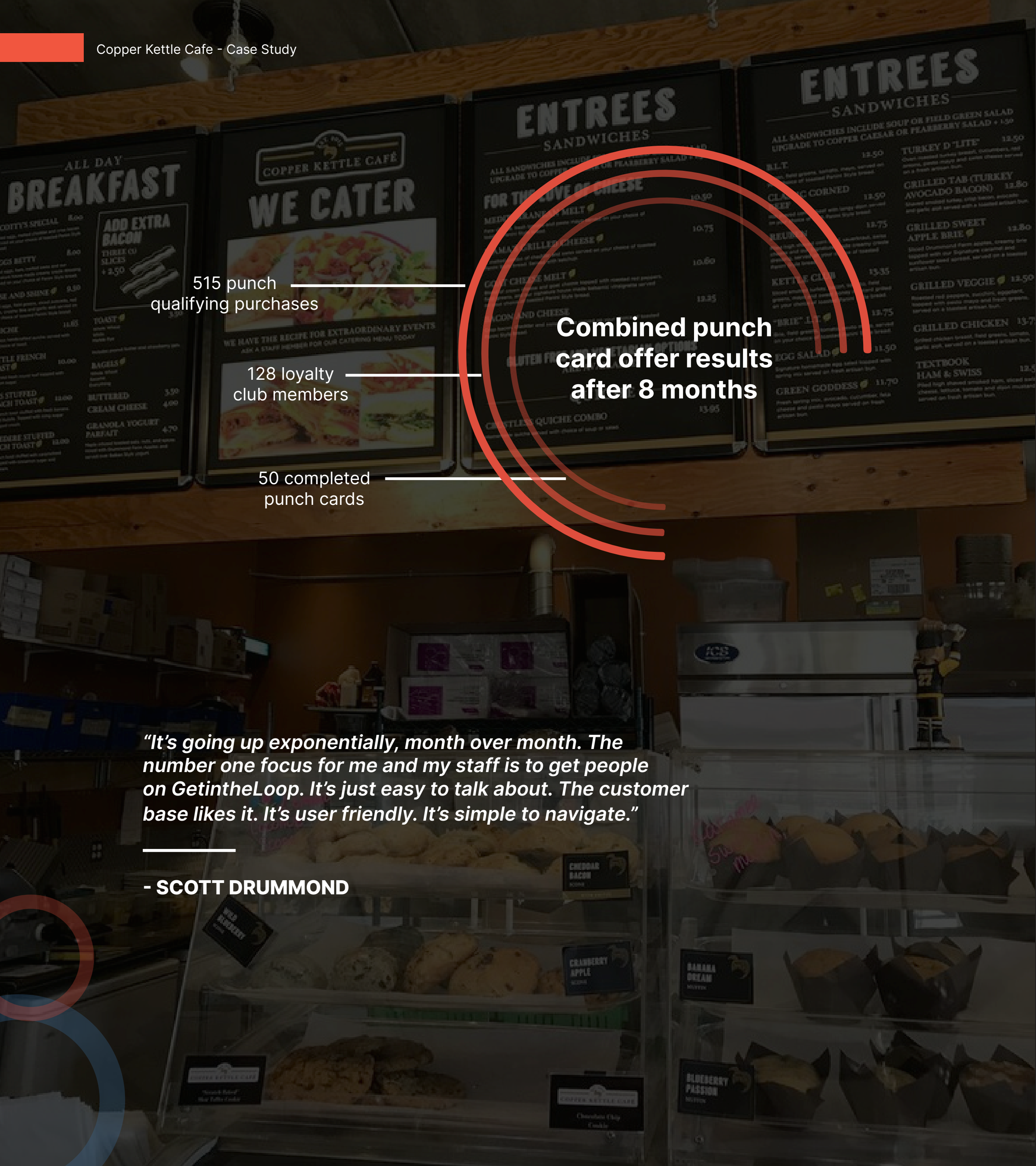
One punch card is great, two is even better. Once the Copper Kettle established their new digital punch card, The Drummond’s saw an opportunity to leverage the popularity of their famous apple fritter, with a second punch card that rewards customers after buying four baker’s dozen of their apple fritters.



*The second punch card sign ups are growing 40% faster than the original coffee punch card.*







515 punch  
qualifying purchases

128 loyalty  
club members

50 completed  
punch cards

Combined punch  
card offer results  
after 8 months

*"It's going up exponentially, month over month. The number one focus for me and my staff is to get people on GetintheLoop. It's just easy to talk about. The customer base likes it. It's user friendly. It's simple to navigate."*

- SCOTT DRUMMOND

## The Solution

- Reach a younger audience

The Copper Kettle Cafe has a diverse customer base, but The Drummond's saw an opportunity to grow the business by reaching younger customers on their phones.

GetintheLoop helps the Copper Kettle reach not only younger consumers but new customers of all ages on their phones through several digital channels including our app, website, email, push notifications, and our local social media accounts.

In addition to their punch card offers, the Copper Kettle creates more awareness and influences more purchases through other exclusive offers that change from time to time and by publishing their menu in the app for people to discover.

The Drummond's like the idea of GetintheLoop's local marketplace as a way to efficiently connect with local consumers instead of competing with businesses and brands from all over North America for attention on oversaturated multi-national platforms like Google and Facebook.

## The Results

Results of all offers combined:

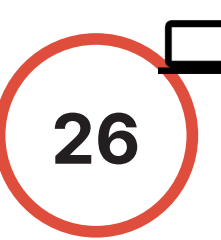
836 total actions



attributed  
purchases



phone calls to  
the business



clicks to  
website

Overall Response to Action conversion rate: 13.7



## Conclusion

We love working with small, family owned gems like the Copper Kettle Cafe. They do such a phenomenal job of building loyalty and growing their customer base by actively promoting their punch card offers in the restaurant and creating engaging exclusive offers that drive powerful results. These types of results aren't rare either, Restaurants, cafes and other food & beverage businesses typically enjoy a 2x higher conversion rate for punch cards and limited quantity offers than any other category on GetintheLoop. This means more customers, more revenue, and more profit for your business.



**GetintheLoop supports local businesses and local events all over the country.**

If you are interested in learning more about partnering with us, please contact [sales@getintheLoop.ca](mailto:sales@getintheLoop.ca)

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Shop local.  
Wherever you are.