

Driving Loyalty & Revenue Through Strategic Pricing

Utilizing data intelligence to drive loyalty in UK cinemas

Situation

- A private equity firm with portfolio investments in cinema and leisure wanted to evaluate the performance and potential of loyalty and subscription pricing models across major UK cinema chains.
- With no access to internal sales data, staffing insights, or marketing materials, the client needed an external strategy to understand:
 - The impact of ticket pricing on customer footfall and revenue
 - The effectiveness of current loyalty offerings (including all-you-can-eat subscriptions)
 - Opportunities to innovate using pricing as a lever for retention and growth

Approach

Iris Pricing Solutions executed a multi-phase project integrating **pricing, CRM strategy, and digital customer intelligence.**

1. Web scraping / data analysis

- Scraped pricing and schedule data across all major chains
- Identified key price drivers (e.g., local

income, competitor density)

- Benchmarked performance of subscription and loyalty offering

2. Digital Listening & Customer Segmentation

- Used social listening + web traffic analysis to identify customer personas
- Mapped behavioral patterns and CRM segmentation tactics
- Evaluated loyalty program positioning vs. consumer response

3. Strategy Development

Using our experience of loyalty and subscription-based pricing, we were able to develop recommendations and a roadmap for the client

Results



Developed **strategy-driven loyalty offerings** for the client, including subscription-based pricing and gaps in existing loyalty offers



Identified trends in existing market for ticket pricing and **opportunities to target 'Pay-As-You-Go' ticket prices** for quick-wins as well as longer term considerations for an unlimited subscription model.

