

# Success Story

## Pacific Standard

Park Slope  
Brooklyn, NY

**Restaurant Type:**  
Microbrew Pub

**In Business Since:**  
2007

**Joined Rewards Network to:**

- Increase their marketing profile
- Get verified customer feedback
- Track data that informs business decisions

### It's like having a whole marketing team at our disposal.

Casual neighborhood hang-out in the heart of Brooklyn, New York, **Pacific Standard** features West Coast beers and a host of selections from local breweries, in addition to wines, cocktails, and a full menu of pub favorite foods. As owners Ryan Kahl, Jonathan Stan, and John Rauschenberg were staking ground in 2007, they were pretty much the only bar in their neighborhood. Since then, other businesses have popped up to compete with Pacific Standard, but the microbrew pub continues to enjoy success with the support of a strong customer base and growing reputation — in and out of town.

One factor behind Pacific Standard's continued growth? Rewards Network's Marketing Services. In 2014, Pacific Standard signed up with Rewards Network to beef up their marketing portfolio and help bring new customers through their doors. Their success with the program grew from there.

"We started seeing out-of-state people come in, and a lot of people who travel for work," shared

These members are typically high income earners and frequent diners who spend 25% more per check than the average customer.



Ryan Kahl, owner and executive vice president of Pacific Standard. "Mainly people who weren't our targeted market started coming. They started to see us! And that's when we really started diving into the Rewards Network benefits."

Pacific Standard benefited from increased web presence, appearing on 18 different program websites connected to the most popular brands in loyalty today — United, Hilton, American Airlines, Orbitz, Jet Blue, and more. Their menu, hours of operations, and photographs appear directly alongside a calendar of rewards that Rewards Network members can earn just for dining.

And these members are typically high income earners and frequent diners who spend 25% more per check than the average customer. They receive weekly emails, featuring restaurants chosen specifically based on their location and preferences, and encouraging them to dine out with a promise of rewards — points or miles that only a company like Rewards Network can provide through its exclusive brand partnerships. And all that is provided on behalf of Pacific Standard at no extra cost through the Marketing Services program.

"We don't feel like it's an efficient use of funds to put print ads out to the general public," said Jonathan Stan, owner and general manager. "But with Rewards Network, it's very targeted. Our name is getting out there to people who are actively looking for a place to go get a drink and a bite to eat in the neighborhood."

"That's a much more efficient use of our money."



“We have become approachable. We’re accessible.”

—Ryan Kahl, Owner



## It’s great to have that instantaneous feedback.

One of the tools Rewards Network provides to all of its program restaurants is its exclusive comment management system. The system allows managers to respond to comments — both negative and positive — giving restaurants like Pacific Standard a profitable boost.

Why? Because customers who receive responses to their comments from restaurants typically return 20% more often and spend 16% more when they do.

“We have become approachable. We’re accessible,” said Kahl. “And we notice that even people who complain, if we reach out, will come back and give us a second chance. And usually, we turn them into repeat customers.”

And because all Rewards Network member reviews are 100% verified and tied to an actual dining experience (unlike at Yelp or other review websites), restaurant managers can be sure the feedback they’re getting is genuine and helpful.

“The comment system really helps us focus some of our business decisions,” Kahl continued. “If we put a new food menu on, or we try a new cocktail, we see immediate reaction from people. And we trust this online review much more, because they went home and thought about it, got the email [asking them] to make a review of their experience with us, and THEN remembered how good a food item they had.

“We’ll make decisions about where to go — what stays on the menu or doesn’t stay on the menu — based on some of those comments.”



“We can see from the data that the number of repeat customers keeps going up.”

—Jonathan Stan, Owner

## Rewards Network has definitely given us an edge over the competition.

The ability to look at customer data and comments at a high level comes in handy at Pacific Standard as well. Like all other Rewards Network program restaurant owners, Ryan Kahl and Jonathan Stan receive analytic reports on how their business is performing among loyalty program members — and compared to other restaurants in their area.

“I use the reports in business meetings,” Kahl concluded. “These numbers really represent where we want to go, and if our ideas are working.”

Data such as ticket size and quantity, new versus repeat customer spend, and ratings on food, value, and more are all delivered to Pacific Standard on a monthly and quarterly basis. Analyzing trends with these factors over time doesn’t just impact financial planning, it can drive changes in daily operations, too.

“One of the biggest things we do is use the analytics for the purposes of training the staff,” added Stan. “We get ratings for things

**PACIFIC  
STANDARD**





like cleanliness and service. If we see a dip in something like cleanliness, we make sure to get on them to make the place appear cleaner. That definitely helps.”

And planning for the future gets that much easier when you know where you are today. Understanding who your best customers are — and who to focus attention on going forward — is the key to long term stability in a fairly volatile industry.

“We can see from the data that the number of repeat customers keeps going up,” shared Stan. “That’s really important to us because we’ve seen a lot of places around here open ... and then they fail pretty quickly because they don’t have that loyalty.”

“Rewards Network has definitely given us an edge over the competition.”

Want to be our next success story?

Contact us today:

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