



CoCo Key Water Park

Boston, MA • partner since 2013

This indoor water park's best young **customers were getting older**. So the park partnered with LivingSocial to bring in new guests— and sold **over 8,976 vouchers**.

“We felt the site was just friendlier. It looked like the deals were a little more well-thought out.”

—Kate Brill-Daley, Director of Resort Operations

the business

At the 65,000-square-foot CoCo Key Water Park, which features play areas, splash pads, an adventure river, and more, “every day is a bright 84 degrees.” Though people travel from states away to get to CoCo Key, its average customer is two to twelve years old – which means the best customers frequently outgrow the park. By partnering with LivingSocial, Director of Resort Operations Kate Brill-Daley was attempting “a form of...rebranding.” She wanted to be sure families in the area were still aware of this great attraction and to be sure that the park had business during a slow time.

the results

\$259,224

gross sales

8,976

vouchers sold

3,243,912

total deal
impressions

788

social media
shares

Brill-Daley said that “The clientele that LivingSocial reaches was the clientele we were looking for.” And it showed; CoCo Key sold nearly 9,000 vouchers with 2 unique promotions and new, quality LivingSocial customers flocked to the Boston-area park. CoCo Key has also moved away from print advertising, favoring social media instead – and LivingSocial gave the company an extra push, bringing in a combined 3,242,912 deal impressions and 788 social media shares. Brill-Daley, herself a customer, said that she now appreciates the LivingSocial brand from both sides: “We felt we were being treated well as a business customer but also very well as a consumer.”

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