

Online marketing → main revenue driver

Prison Island Prague needed to transform inconsistent online sales into a stable and predictable revenue stream.

The objective was not only to increase visitor traffic and bookings, but to build a functional acquisition funnel capable of generating long-term profit and supporting future growth. Instead of optimizing individual campaigns, MarketingHup built the entire funnel - from the first customer interaction to booking and repeat visits.



GOALS

Stabilize online sales

- Ensure a consistent flow of bookings without major fluctuations.

Achieve marketing profitability

- Build a funnel that generates sustainable profit from marketing investments.

Create a scalable growth system

- Design a solution that can be replicated across additional locations.

SOLUTION

Full-funnel approach

- implementation of full customer journey tracking
- identification of weak points in the booking process
- restructuring campaign messaging based on real booking intent
- landing page optimization focused on maximum conversion
- continuous testing of creatives, audiences and funnel structure
- decisions driven by real revenue data, not clicks

RESULTS

Funnel reached profitability within the first months of cooperation

Further optimization stabilized performance at **ROAS above 1000%**

Year-over-year revenue growth reached **+55%**

BUSINESS IMPACT

The online funnel became one of the main revenue sources

Ticket sales became predictable

Marketing shifted from a cost center to a growth driver



CONCLUSION

The cooperation with Prison Island proves that long-term growth does not come from optimizing individual campaigns, but from building a functional acquisition funnel. MarketingHup helped transform online marketing into a stable revenue engine that now supports both ticket sales and further brand expansion.