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CityGro Brings a Decade of Range Retention Experience to First SHOT Show
Range Owners Save Money, Time and Space by Going Digital

SALT LAKE CITY, UTAH (January 20, 2020) | CityGro, a leader in the field of customer retention tools, is exhibiting for the first time at SHOT Show 2020. The company has helped thousands of brick-and-mortar businesses — many of them gun ranges — engage with and bring customers back more often.

“Gun ranges have always been some of our most successful customers,” said CityGro CEO Jon Parrish. “It’s not uncommon at all for us to see them double or triple the rate at which shooters are coming back to the range. We’re excited to be at SHOT Show this year, sharing these experiences with even more range operators.”

Before gaining access to a business’ range, customers primarily check in through an iPad-based kiosk, signing a digital waiver and enrolling in the range’s loyalty program. Shooters can also elect to opt into marketing messages for updates and special promotions.

“We find that the vast majority of businesses — ranges included — spend most of their time and budget trying to bring in new customers,” Parrish added. “The data clearly shows that the best way for a gun range to grow is by communicating regularly with their existing customers, and that’s what our most successful clients are doing well.”

“Using CityGro at all of our locations has been very helpful,” said Cassie Shockey, customer programs manager for Fort Worth-area’s Shoot Smart ranges. “We’ve saved a ton of money and time, and the messages we sent out usually drive several hundred more visits a month.”

Visit CityGro Wednesday at Pop-Up Preview #62105, or citygro.com/digital-range-waivers.

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About CityGro:

CityGro helps businesses bring customers back more often by focusing on retention over acquisition. The company, founded in Utah in 2009, has helped thousands of business owners boost revenue, cut costs and develop a tight-knit community of return customers.

