

San Francisco Zoo & Gardens Enhances Member Experience with Google Wallet notifications

What is San Francisco Zoo & Gardens?

The San Francisco Zoo & Gardens is a renowned conservation and educational institution dedicated to inspiring care for wildlife and wild places. The zoo sought to modernize its operations and enhance member engagement.

The Challenge

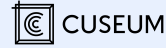
Reliance on Physical Membership Cards – Needed to reduce dependency on printed cards.

Ineffective Communication – 50%+ of members missed key updates due to reliance on email newsletters.

Lack of Real-Time Messaging – Announcements quickly became outdated, reducing engagement.

Manual Membership Management – Staff spent 12+ hours weekly on printing, packaging, and mailing.

Environmental Impact – Physical cards contributed to unnecessary waste.



The solution

The San Francisco Zoo & Gardens partnered with Cuseum to modernize membership engagement through Google Wallet and its push notification feature. This digital platform enabled real-time updates, seamless card access, and streamlined operations, while also reducing costs associated with printing and mailing physical cards.

The pay-off
400%
Increase in
interactions

The zoo achieved significant operational improvements through automation. Streamlined workflows enhanced messaging retention and card adoption. Push notifications saw a 75% open rate, with most opened within 30 minutes—far outperforming traditional email campaigns.

"Offering digital membership cards through Google Wallet delivers a superior experience by giving members instant access to their benefits and features such as event push notifications, and it significantly reduces the costs associated with traditional physical cards"



Brendan Ciecko
Founder & CEO
Cuseum