

BREAKING DOWN CONSTITUENT SEGMENTS: Culture Segments in Practice



Sharlene Chiu
Customer Loyalty & Strategy Manager
May 29, 2018

BAM + Culture Segments: going beyond ticket history to motivations for attendance

- Began tagging Culture Segments in Fall of 2015
 - Sent survey in batches to constituents in Fall 2015; biannually in following years
 - Added survey to the end of purchase path in Spring 2016
- Over 20K constituents tagged, 14% of database
- We don't have a distinct segment - 26% Essence, 25% Expression, 24% Stimulation, 16% Affirmation

Essence

The programming team has credentials

It has depth

Seriously high quality

Not mainstream entertainment

Stimulation

New, unusual, different

Like nothing you've seen before

Best kept secret - see before they catch on

It offers new perspectives & shows you're in the know

Expression

It will be immersive, emotional escapism

Everyone will enjoy a shared experience

It will be something to discuss

You'll appreciate artistic expression

Affirmation

It's had good reviews - best of the crop

You'll get something out of it

It is modern & relevant (but not 'out there')

It will be something to tell others I did

Culture Segments data is populated on a custom tab

James Vause
#8679025
STF

Memb Level:
Last Contrib:
14 Month Giving:

Email: jvause@bam.org
Pending Memb:
Lapsed Memb:
On Account:

James Vause

General | Names | Contact Details | Plans | Relationships | Research | Attributes | History | Connections | Contributions | Transactions | Ticket History | Orders | **Custom**

Culture Segme Old Tick Hist

Response Date	Culture Segment	Emotional Brand Equity	Level Of Engagment	Will Follow	Will Donate	Will Volunteer	Date Of Birth
2/11/2016	Expression	92	Givers of Time	HIGH	MEDIUM	HIGH	4/28/1979

Add Delete

Ready

Culture Segments data can be used in list manager or extractions

New List

Criteria

Criteria	Operator	Value	Search Household
Culture Segment	In	(1 value selected)	<input type="checkbox"/>
		Affirmation	
		Enrichment	

Tessitura Live Tessi v12.5.1 - [Extraction Details for DM-SC-18FY-20180326 Long Day's Journey 2 (12635)]

Extraction Details

Description: DM-SC-18FY-20180326 Long Day's Journey 2
 ID: 12635 TMS: Type: [Mass Mailing] Control Group: [BAM Internal Only]
 Created: 3/16/2018 15:40:07 by schiu
 Updated: 3/16/2018 15:41:45 by schiu

Source Defaults

Appeal No: [18FY WS promo emails] Usage: [All]
 Media: [Email] Start Date: [00/00/0000]
 Source Group: [Audience] End Date: [00/00/0000]
 Acquisition Cost: 0.0000
 Delivery Cost: 0.0000
 Fulfillment Cost: 0.0000

Communication Management

Contact Point Category: [Email Address] Only select constituents if they have this contact point category Remove duplicate email addresses
 Contact Point Purpose: [(none)] Only select constituents if they have this contact point purpose Address marketing indicator
 Delivery Date: [03/26/2018] Allow multiple contact points per constituent Use label postal address

Segment	SQL	Swap	Rel	Opt	Description	Select Priority	Dload Priority	Outside Flag	Suppr Flag	Maximum to Dload	Random Select%	Random Extract%	Number Qualified	Number Assigned	Number Pieces	Appeal	Media	Source Group	Usage
000					Seed list	10	10			999,999	0	0	41	41	41				
001					Inactive Constituents	20	20		<input checked="" type="checkbox"/>		0	0	17,645	17,645					
002					Membership Email ONLY	30	30		<input checked="" type="checkbox"/>		0	0	935	927					
003					Do Not E-Mail Constituents	40	40		<input checked="" type="checkbox"/>		0	0	308,505	306,304					
004					No email address	50	50		<input checked="" type="checkbox"/>		0	0	341,149	295,388					
005					Hard Bounce	60	60		<input checked="" type="checkbox"/>		0	0	914	897					
006					Sup-Movietickets.com orig sou	70	70		<input checked="" type="checkbox"/>		0	0	51,934	43,762					
007					Sup-EDUlist	80	80		<input checked="" type="checkbox"/>		0	0	2,755	1,663					
008					Sup-Board	90	90		<input checked="" type="checkbox"/>		0	0	83	55					
009					Sup-Patrons + Memb 3+	100	100		<input checked="" type="checkbox"/>		0	0	2,043	1,425					
010					Sup-YTH	110	110		<input checked="" type="checkbox"/>		0	0	333	22					
011					Sup-LDJIN buyers	120	120		<input checked="" type="checkbox"/>		0	0	4,653	2,980					
020					Sup-RSC and King Lear buyers	130	130		<input checked="" type="checkbox"/>		0	0	14,649	6,676					
027					LDJIN 2- abandoned carts	140	140			999,999	0	0	918	222	222				
028					LDJIN 2- Stimulation no M/S	150	150			999,999	0	0	2,387	1,684	1,684				
022					LDJIN 2- Expression/Affirmator	160	160			999,999	0	0	4,467	3,150	3,150				
012					LDJIN 2 - pos resp Phantom 11	170	170			999,999	0	0	393	321	321				

With a diverse audience of different motivations, we have used Culture Segments in our extractions based on content.

Reviews appeal to Affirmation
Emotional narrative of story, human interest
appeals to Expression

5 sales for \$1,105 within 2 weeks of sending;
14 total sales since for \$2.2K

Video is great for Stimulation, as they want to see
what they will experience

5 sales for \$815 within 2 weeks of sending;
21 total sales since for \$2.8K

BAMI

“...packs a profound, shattering, physical and
emotional punch.”

— DAILY MAIL (UK)



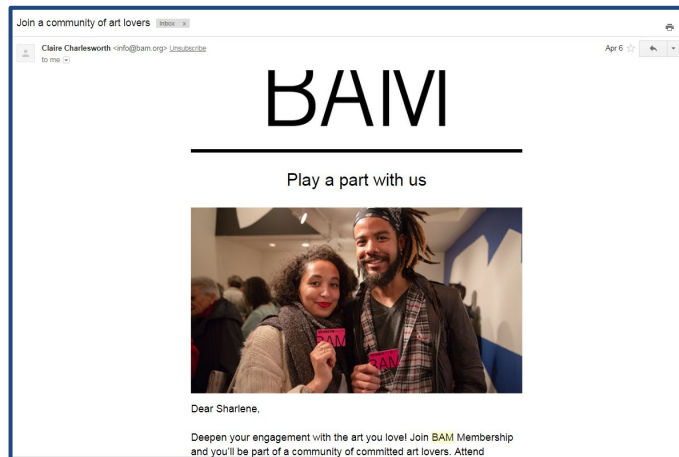
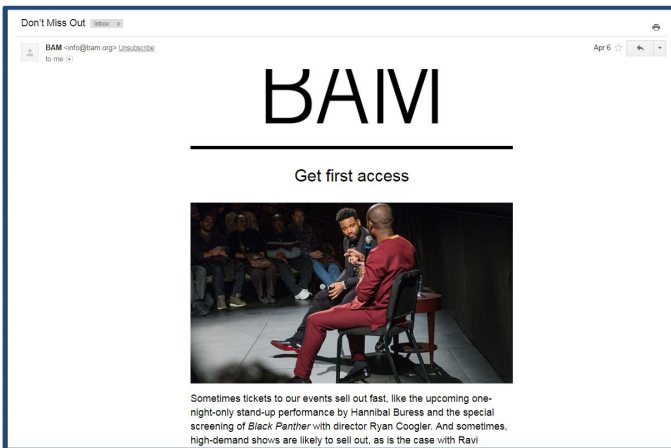
THEATER

Long Day's Journey Into Night

May 8—27

Beyond segmentation for emails, we have used these groups for:

- Facebook targeting
- Informing how content is created (i.e. copy writing based on shows Culture Segment)
- Membership appeals based on segment



Questions?

schiu@bam.org