

Jessitura



EUROPEAN
CONFERENCE 2015

5 & 6 NOVEMBER
NOTTINGHAM

MEASURING RETURN ON INVESTMENT

SHOW ME THE MONEY!

🎯 MODERATOR

Sarah Lomas : Mayflower Theatre

🎯 GURUS

Victoria Bell : Mayflower Theatre

Dawn Yates : The Bridgewater Hall

Jo Kirby : Theatre Royal, Newcastle

Ellen Morgan : Royal Albert Hall

🎯 CONTENT PLANNER

Sarah Lomas : Mayflower Theatre

How we measure ROI on our Marketing Campaigns...

Objective – To sell tickets:

- Show targets
- Email
- Direct Mail
- Offers
- TV
- Social Media
- Budget

Objective – To learn more about our audience:

- Audience crossover
- Booker information
- Running sales
- Postcode mapping

SEASON BROCHURE SEGMENT MONITORING



Season brochure segment monitoring												
Autumn xxxx												
Total income taken before mailing sent							£1,117,025.70					
Total income taken since mailing hit							£1,650,604.10					
Difference (ie. income attributed to brochure)							£533,578.40					
	Number mailed	number responded	% response	Unit cost	total cost	total £ (incl res)	% of total brochure income	£ per booker	£ per item mailed	net £ per item mailed	ROI ratio:1	
Regulars (all)	2879	1489	52%	£0.41	£1,180.39	£99,756.61	18.7%	£67.00	£34.65	£34.24	83.5	
Irregulars (all)	13475	2244	17%	£0.41	£5,524.75	£77,517.56	14.5%	£34.54	£5.75	£5.34	13.0	
Luvvies	7469	1367	18%	£0.41	£3,062.29	£52,580.04	9.9%	£38.46	£7.04	£6.63	16.2	
Populists	2590	336	13%	£0.41	£1,061.90	£8,647.30	1.6%	£25.74	£3.34	£2.93	7.1	
Twirlies	2012	292	15%	£0.41	£824.92	£10,847.02	2.0%	£37.15	£5.39	£4.98	12.1	
Families	1069	215	20%	£0.41	£438.29	£3,512.50	0.7%	£16.34	£3.29	£2.88	7.0	
Operatics	235	6	3%	£0.41	£96.35	£856.70	0.2%	£142.78	£3.65	£3.24	7.9	
Oncers (all)	31534	2410	8%	£0.41	£12,928.94	£84,703.30	15.9%	£35.15	£2.69	£2.28	5.6	
Panto onlies	4826	239	5%	£0.41	£1,978.66	28599.2	5.4%	£119.66	£5.93	£5.52	13.5	
Once evers	18904	386	2%	£0.41	£7,750.64	£31,500.85	5.9%	£81.61	£1.67	£1.26	3.1	
One plus ones	7810	1852	24%	£0.41	£3,202.10	£33,743.05	6.3%	£18.22	£4.32	£3.91	9.5	
Friends	2448	1443	59%	£0.41	£1,003.68	£91,454.84	17.1%	£63.38	£37.36	£36.95	90.1	
Advantage	2347	813	35%	£0.41	£962.27	£32,292.34	6.1%	£39.72	£13.76	£13.35	32.6	

EMAIL ROI



Royal Albert Hall

José Carreras presale email headline stats

Email	Sent to	Cost to promoter	Send date	Open rate	Click rate	Unsubscribe rate	Web bounce rate	Transactions	Tickets sold	Response rate	Revenue	Return per £ invested
Jose Carreras	36500	£4,015	01/10/2015	32%	6.29%	0.01%	23.38%	675	1420	3.89%	£112,520.70	£28.03

Breakdown of top selling shows

	Data from Wordfly
	Data from Google Analytics

Product	Number sold	Value	Response rate	Return per £ invested
Jose Carreras	1,110	£105,411.28	3.04%	£26.25
Car park space	55	£552.14	0.15%	£0.14
Restaurant reservation	84	£3,360.00	0.23%	£0.84
Katherine Jenkins	19	£1,057.28	0.05%	£0.26
Ballroom Dance Champ	12	£435.75	0.03%	£0.11
Swan Lake	13	£805.83	0.04%	£0.20

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QUESTIONS?

- Please tell us who you are and where you are from.....

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WHAT'S NEXT?

● BREAK 12 NOON – 12.15PM

You will find refreshments in or near all conference rooms. We suggest that you make your way to your next session before finding a drink.

● NEXT SESSION : 12.15PM – 1.15PM