

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

DATA DRIVEN DECISION MAKING

ASK AND WE'LL DELIVER

🎯 PRESENTERS

James Davis : Wales Millennium Centre

Sebastian Cheswright : Sadler's Wells

Liz Pagett : Silver Sea Consulting

Kelly Enderwick : Southbank Centre

Graeme Ellis : Roundhouse

Thanos Gkofas : National Theatre

Richie Warburton : Wigmore Hall

🎯 CONTENT PLANNER

Thanos Gkofas – National Theatre



Data Driven Decision Making



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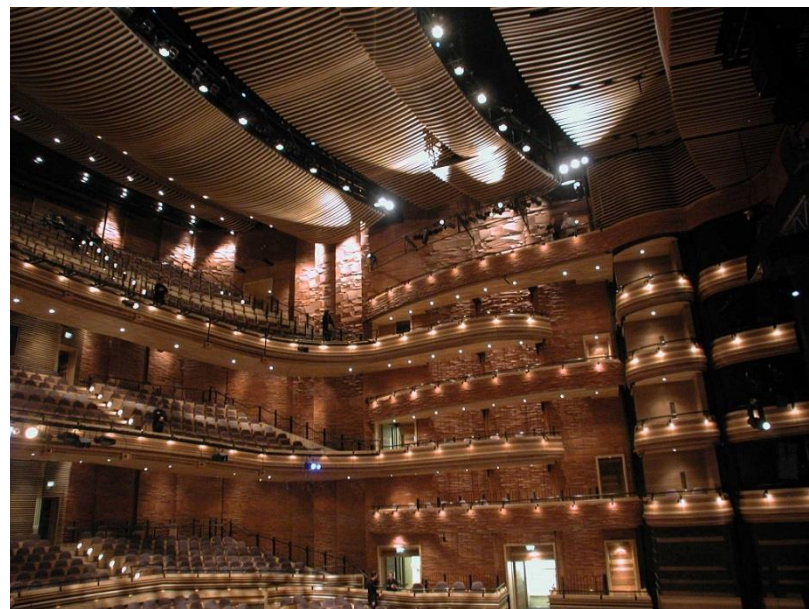


Wales Millennium Centre opened in 2004 and has already established its reputation as one of the World`s iconic arts and cultural destinations.



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CENTRE®

Donald Gordon Theatre



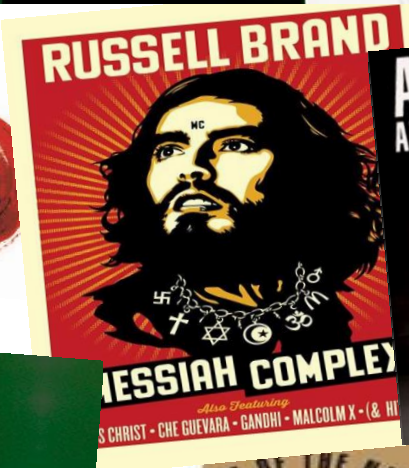
1,897 Seats



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WNO





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Ar Waith Ar Daith



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Ar Waith Ar Daith



Evaluate the use of Business Intelligence techniques for productions that feature in the Donald Gordon Theatre

- **Existing methods of BI in use**
- **Potential methods involving additional pieces of purchased software**
- **Potential methods involving existing tools currently at our disposal**

Let's focus on our ability to:-

- **Monitor sales of upcoming shows in order to make educated decisions that lead to increased revenue or an improved customer experience**



The conclusion should help us make a decision on what steps we should take to improving our approach to BI



Current BI methods

- There is a fragmented approach to BI at the moment.
- Current BI methods are too sporadic and inconsistent leading to missed opportunities.
- The sales monitoring process is based on methods that have been in use for almost 10 years at the Centre.
- We currently do not fully exploit the data that is available to us in order to be as efficient and accurate as possible where BI is concerned.



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ADDITIONAL SOFTWARE





ADDITIONAL SOFTWARE

- **Would allow us fast and detailed access to insightful figures along with a helpful collaborative approaches.**

BUT

- **We must consider return on investment. We only retain the minority of show revenue being mainly a presenting house.**
- **Can we produce useful tables/graphs using current tools at our disposal?**

What do we currently have at our disposal for a more insightful approach to BI?

- Tessitura Dashboards
- T-stats
- Excel





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**Can I combine the data
provided by T-stats with
the power and versatility
of excel pivot tables?**

I Can?!



WOOHOO!!!





How do you get live T-stats data into Excel for use with pivot tables?

- Ask your Tessitura Database Manager...
- This process goes beyond simply exporting data from T-Stats into excel
- Once the link between excel and T-Stats is setup, excel becomes your interface with the T-Stats data
- Once you get your T-stats data into Excel it will quite spectacularly look something like this...



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Sales Information

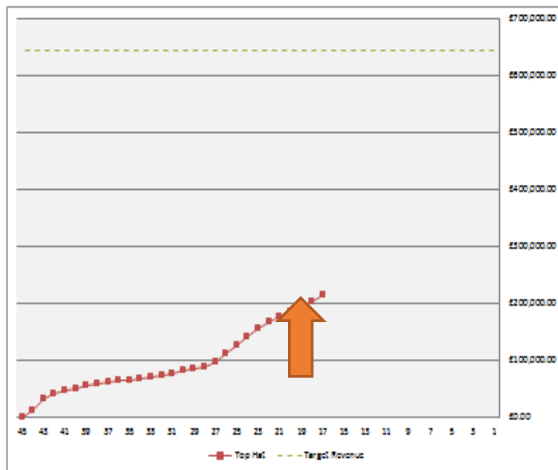
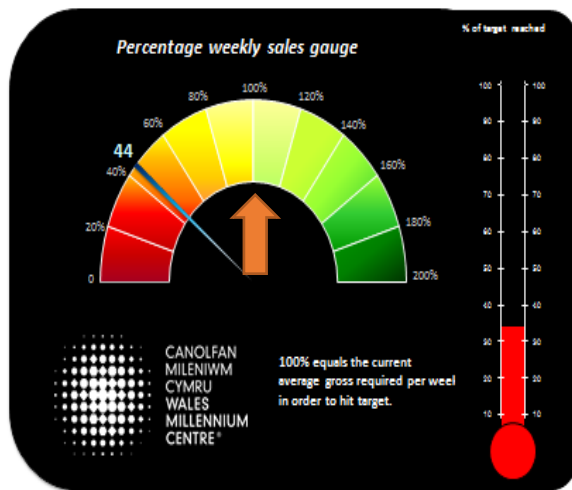
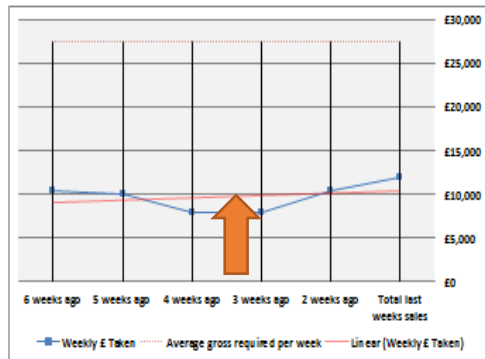
Production Name	Top Hat
Enter show close date	24/08/2015
On sale date	2/03/2014
Insert Target Gross	£642,324

Today	08/10/2014
Days until close	108
Approx weeks until close	15

Current seats sold (reserves not inc)	5,677
Current gross (reserves not inc)	£219,598.80
Remaining £ Required	£423,325.20
Average gross required per week	£27,437.74
Average gross required per day	£3,919.68

Last Weeks Sales		
Date	£ taken	No sold
Tuesday, September 30, 2014	£1,470	38
Wednesday, October 01, 2014	£716	21
Thursday, October 02, 2014	£1,826	50
Friday, October 03, 2014	£2,004	51
Saturday, October 04, 2014	£2,358	57
Sunday, October 05, 2014	£900	23
Monday, October 06, 2014	£2,672	65
Total last weeks sales	£11,946	305

Two week sales trend	↑	£1,528
Six week sales trend	↓	-£6



Performance code date	Available Val	Paid Val	Reserved Val
2015-01-13 Tue(E)-15TOPHAT16	£54,660	£0	£0
2015-01-14 Wed(E)-15TOPHAT01	£32,946	£13,914	£1,902
2015-01-15 Thu(E)-15TOPHAT03	£37,486	£11,792	£6,053
2015-01-15 Thu(M)-15TOPHAT02	£21,367	£21,221	£10,021
2015-01-16 Fri(E)-15TOPHAT04	£44,746	£15,374	£1,070
2015-01-17 Sat(E)-15TOPHAT06	£33,114	£21,774	£4,680
2015-01-17 Sat(M)-15TOPHAT05	£19,274	£26,417	£17,895
2015-01-18 Sun(M)-15TOPHAT07	£41,757	£14,181	£8,910
2015-01-20 Tue(E)-15TOPHAT08	£42,051	£9,818	£3,304
2015-01-21 Wed(E)-15TOPHAT10	£37,530	£7,926	£8,708
2015-01-21 Wed(M)-15TOPHAT09	£21,044	£11,003	£20,446
2015-01-22 Thu(E)-15TOPHAT12	£33,384	£9,814	£11,201
2015-01-22 Thu(M)-15TOPHAT11	£22,212	£11,904	£17,358
2015-01-23 Fri(E)-15TOPHAT13	£51,378	£9,605	£610
2015-01-24 Sat(E)-15TOPHAT15	£39,600	£16,685	£3,525
2015-01-24 Sat(M)-15TOPHAT14	£21,499	£18,172	£23,880
Grand Total	£554,048	£219,599	£139,563



- **Ability to choose an order date range for the seat map in question**
- **Ability to single out individual or groups of performances for heat map analysis**
- **Ability to group performances of the same genre for heat map analysis**
- **Ability to go back to any date to analyse the heat map scenario at that time**

Some current weaknesses

- **First run of the day can be slow to refresh**
- **Setup of new production a little time consuming**
- **T-stats is not live to the minute**
- **Excel can be prone to errors**



Together... Stronger!

- T-stats data is supercharged with excel as an interface
- Intuitive dashboards for senior members of staff
- Saved the company money!





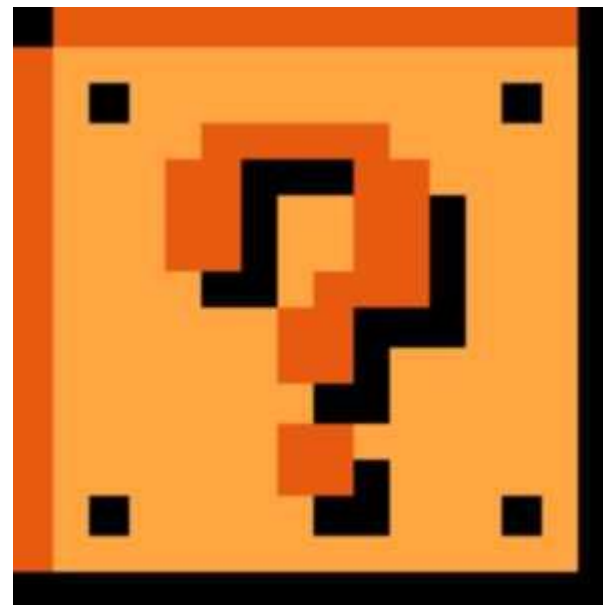
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CYMRU
WALES
MILLENNIUM
CENTRE®

James Davis
Rheolwr Busnes y Theatrau
Theatre Business Manager

Canolfan Mileniwm Cymru
Wales Millennium Centre

Tel: 029 2063 6373

james.davis@wmc.org.uk



Any questions?

Developing Audiences for The Peacock Theatre

Sebastian Cheswright
Director of Marketing & Sales
Sadler's Wells

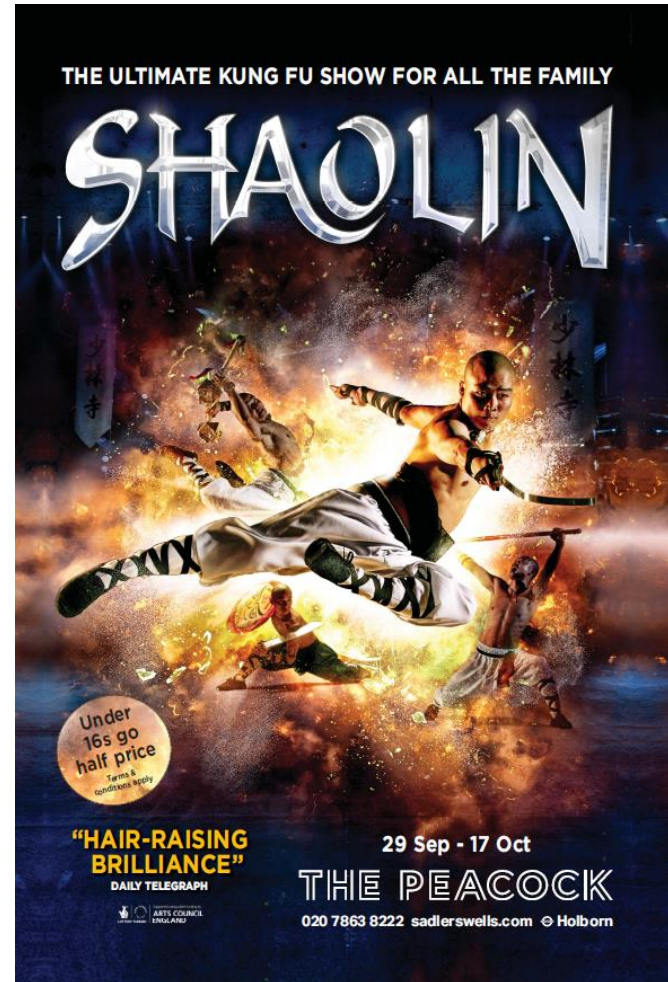
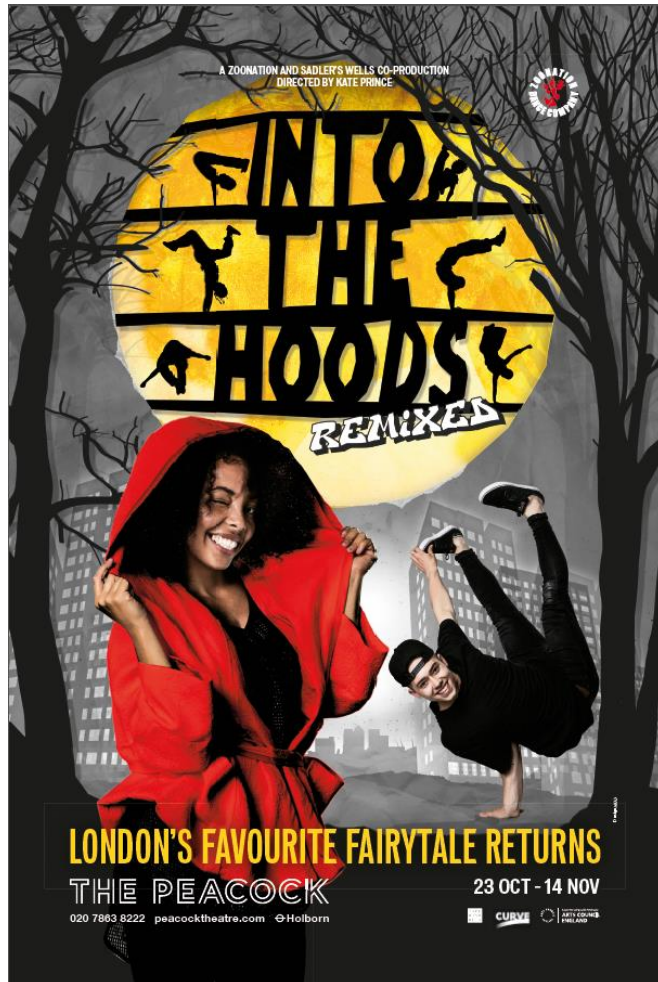
Liz Pagett
Director
Silver Sea Consulting



About Sadler's Wells



About The Peacock



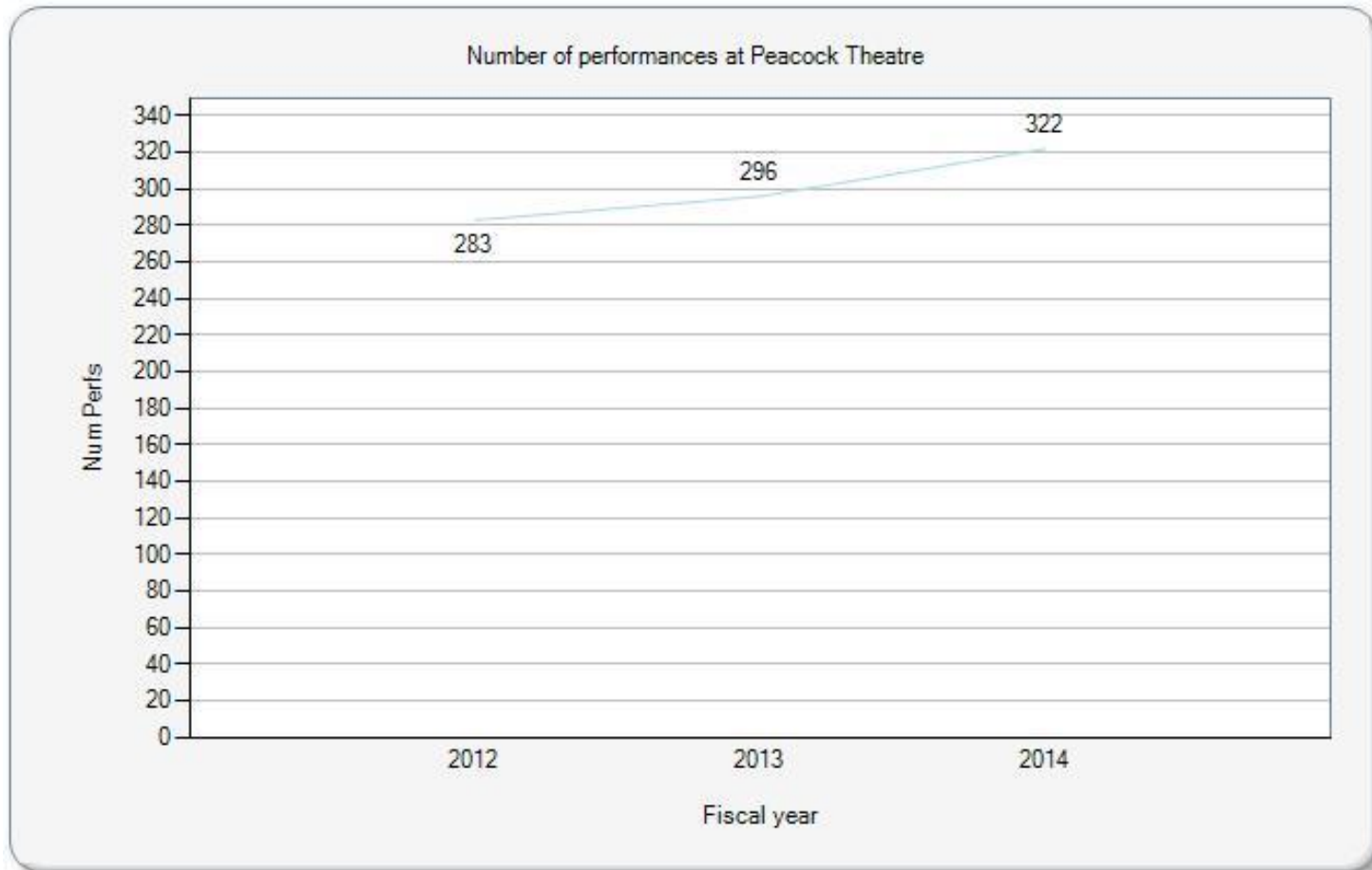
About Silver Sea Consulting

- Consultants for the arts and cultural sector specialising in CRM and audience research/analysis projects.
- Worked with Sadler's Wells to implement Tessitura in 2014 and embed it within the organisation.
- Included an audience analysis project with tight timelines.

Data-driven decision-making

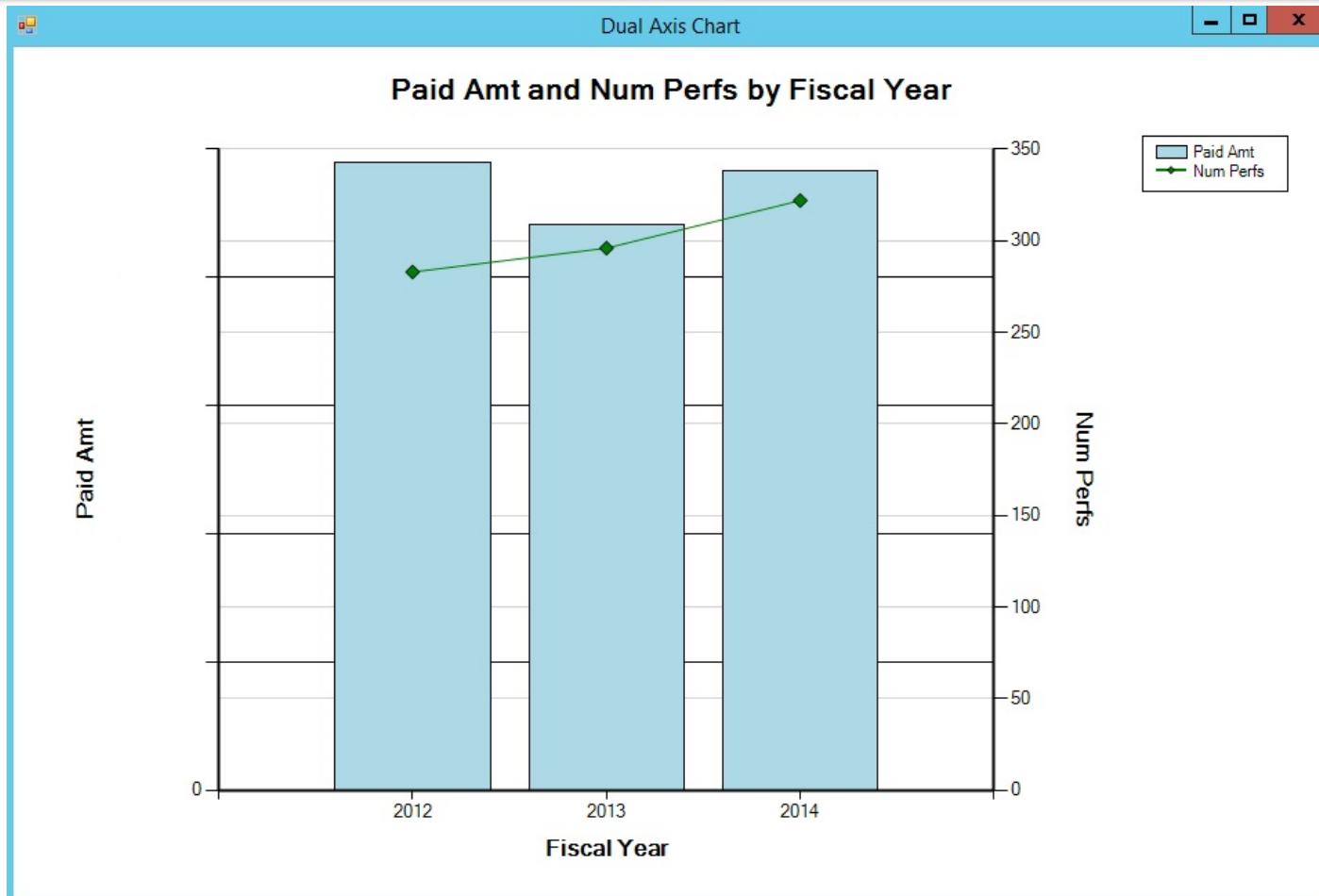
- Used a variety of tools to develop insight into audiences:
 - Behavioural data: Tessitura/T-Stats
 - Demographics: Market research
 - Digital metrics: Google Analytics
- The Peacock was one area of focus as a significant strategic priority.

Number of performances



Source: T-Stats, tickets cube; num perfs by perf date (fiscal year) filtered to Peacock only

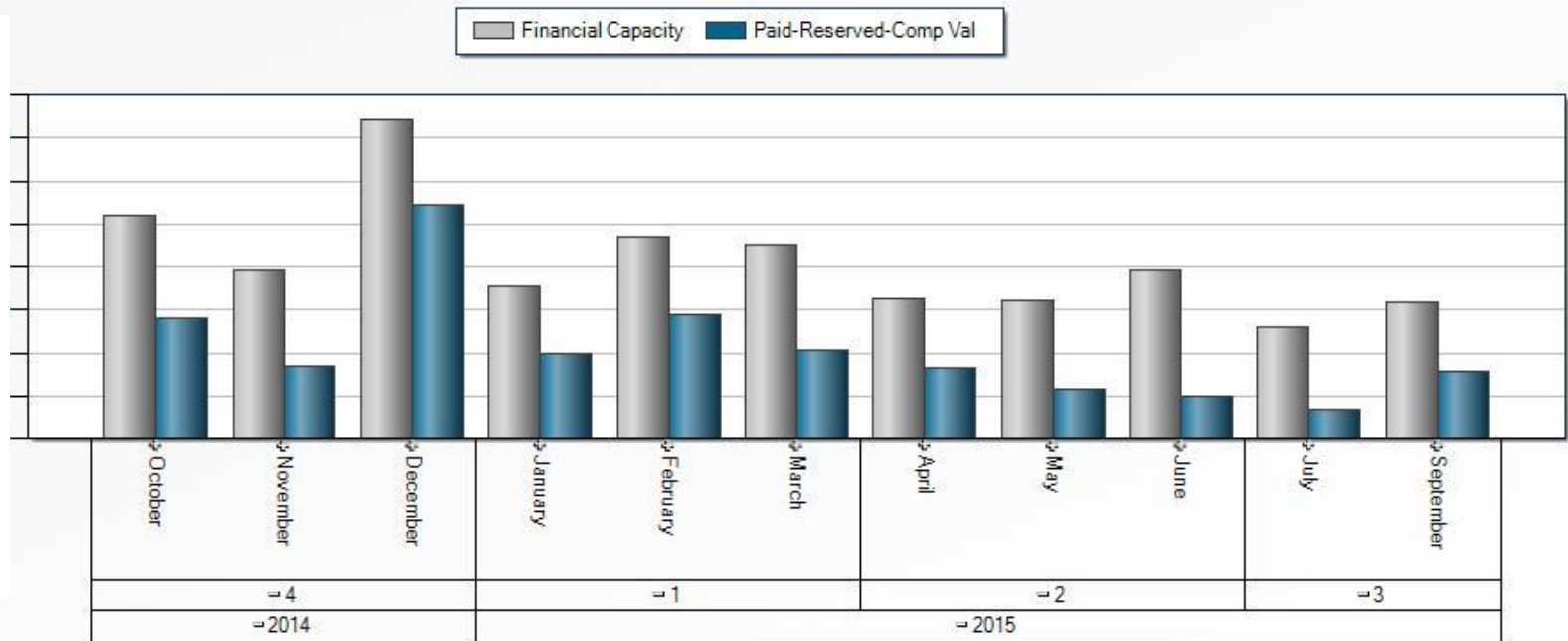
Income and number of tickets issued



Source: T-Stats, tickets cube; paid amt and num perfs by perf date (fiscal year), filtered to Peacock only with secondary axis

Income by time of year

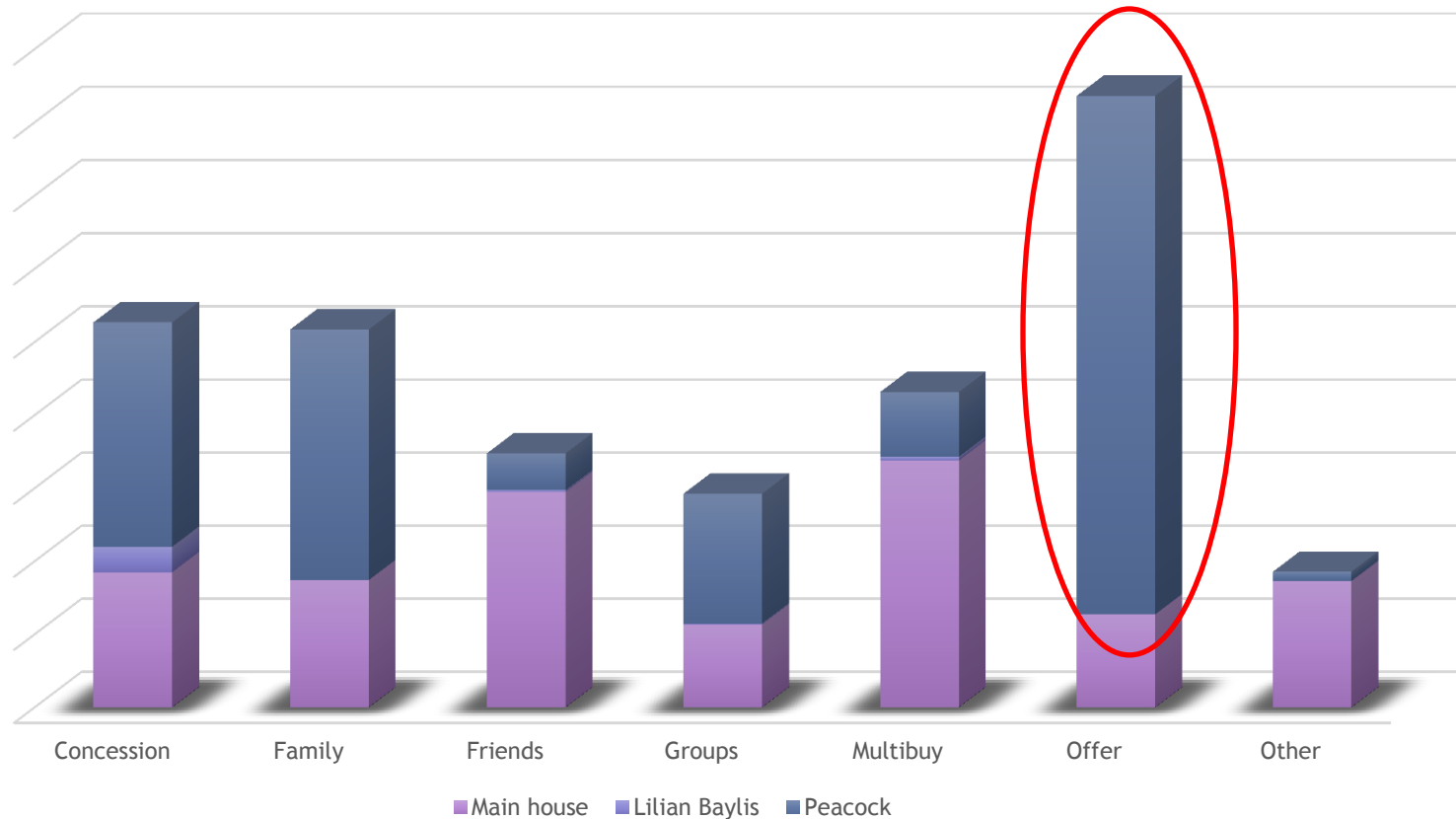
Financial Capacity and Paid-Reserved-Comp Val by Seat Performance Date



Source: T-Stats, seats cube; by perf date, filtered to Peacock Theatre only for events since move to Tessitura

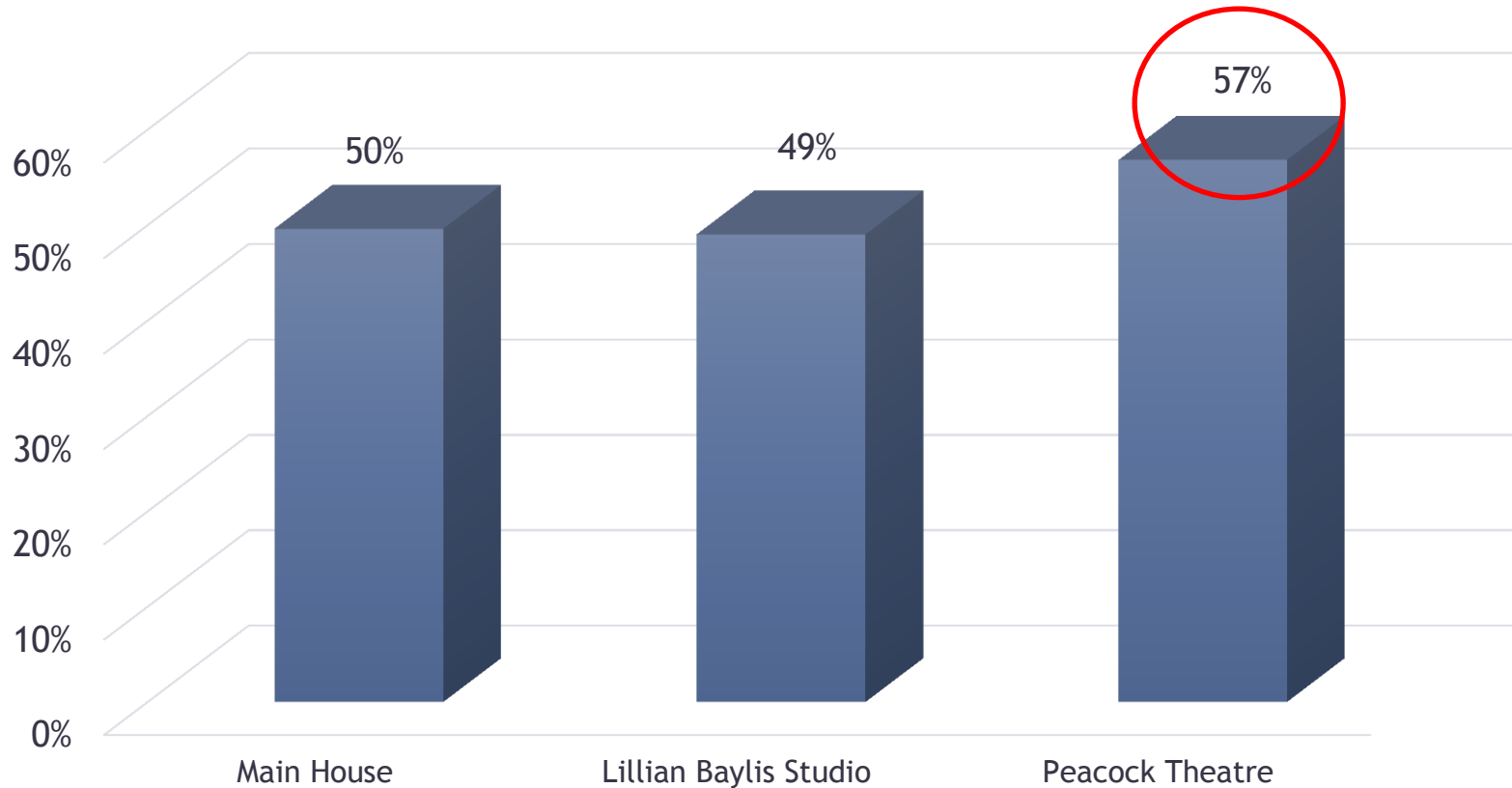
Discounting

Paid Cost of Discount by venue and discount type



First timers

Percentage of bookers during the 14/15 FY that were new to database



Challenges

- Location
- Discount marketplace
- Competition – experiential
- Overwhelming choice – 3 venues
- Digital jungle
- Seasonal variation in bookings

- So... what were the blockers to people booking?

Digital Analytics

Les Ballets Trockadero de Monte Carlo **S**
The Peacock
22 - 26 Sep 2015
[Book tickets](#) [Read more](#) [Play clip](#)

Hofesh Shechter Company **S**
Sadler's Wells
18 - 25 Sep 2015
[Book tickets](#) [Read more](#)

Genée International Ballet Competition Final
Sadler's Wells
19 Sep
[Book tickets](#) [Read more](#) [Play clip](#)

Wild Card - Botis Seva **S**
Lilian Baylis Studio
24 Sep
[Book tickets](#) [Read more](#) [Play clip](#)

Sidi Larbi Cherkaoui - Yabin Studio / Eastman **S**
Sadler's Wells
28 & 29 Sep 2015
[Book tickets](#) [Read more](#) [Play clip](#)

Shaolin Monks **S**
The Peacock
29 Sep - 17 Oct
[Book tickets](#) [Read more](#) [Play clip](#)

Jefa van Dinther **S**
Platform Theatre
1 & 2 Oct 2015
[Book tickets](#) [Read more](#) [Play clip](#)

Sébastien Ramirez & Honji Wang **S**
Sadler's Wells
2 & 3 Oct 2015
[Book tickets](#) [Read more](#) [Play clip](#)

Google peacock theatre

Web Maps Images Videos News More Search tools

About 801,000 results (0.36 seconds)

Peacock Theatre, London - londontheatredirect.com
Ad www.londontheatredirect.com/Peacock
The Peacock Theatre Tickets. Great Seats. Best Prices. Book Now!

Peacock Theatre, London - Book Early For The Best Tickets
Ad [www.theatrepeople.com/Peacock Theatre](http://www.theatrepeople.com/Peacock-Theatre)
4.7 ★★★★★ rating for theatrepeople.com
Enjoy The Show From The Best Seats.
Book last minute tickets - Best range of shows - Call our London team
Theatre People has 349 followers on Google+
The 7 Fingers: Traces - The Snowman Tickets - Hercules: A Dance Cabaret

Sadler's Wells - Peacock Theatre - Getting here
www.sadlerswells.com/visitor-info/.../getting-here-visitor-peacock-theatr...
Peacock Theatre Portugal Street London WC2A 2HT. Due to ongoing engineering works some roads around the theatre are closed, which is affecting road ...
You've visited this page 3 times. Last visit: 15/02/15

Sadler's Wells - Whats On
www.sadlerswells.com/whats-on/list
What's on at Sadler's Wells Theatre, The Peacock and Lilian Baylis Studio.
You've visited this page 2 times. Last visit: 04/06/15

Sadler's Wells Theatre - London's Dance House
www.sadlerswells.com/
The Peacock 9 Jun - 12 Jul ... A new musical production, in which cabarets, musicals and Bollywood all get Philippe Decouflé's theatrical twist. Book Tickets.
4.5 ★★★★★ 20 Google reviews - Write a review - Google+ page

Portugal Street, London WC2A 2HT
020 7863 8000
Whats On - London's Dance House - May
You've visited this page many times. Last visit: 04/06/15

Peacock Theatre London - Show Schedule, Tickets, Reviews
www.london-theatreland.co.uk/theatres/peacock-theatre/
Buy your tickets and see show schedules for Peacock Theatre London at London Theatreland. Upcoming shows include: The 7 Fingers: Traces, Hercules - A ...
9 Jun - 12 Jul Les 7 Doigts de la Main: Traces
9 Jun - 12 Jul The 7 Fingers: Traces
24 Jul - 25 Jul Hercules - A Dance Cabaret



Peacock Theatre

Theatre in London, England

[Directions](#) [Write a review](#)

The Peacock Theatre is a theatre in the City of Westminster, located in Portugal Street, near Aldwych. [Wikipedia](#)

Address: Portugal Street, London WC2A 2HT

Opened: November 13, 1911

Capacity: 999

Phone: 020 7863 8000

Function: Theatre

Hours: Open today · 9:00 a.m. – 10:00 p.m.

Reviews

4.5 ★★★★★ 20 Google reviews

Dance space under the Sadler's Wells umbrella, showing everything from opera to modern circus acts. - Google



"The peacock theatre was fairly small but pretty surprising."



"They do a lot of short runs of contemporary dance, and a real variety of shows."

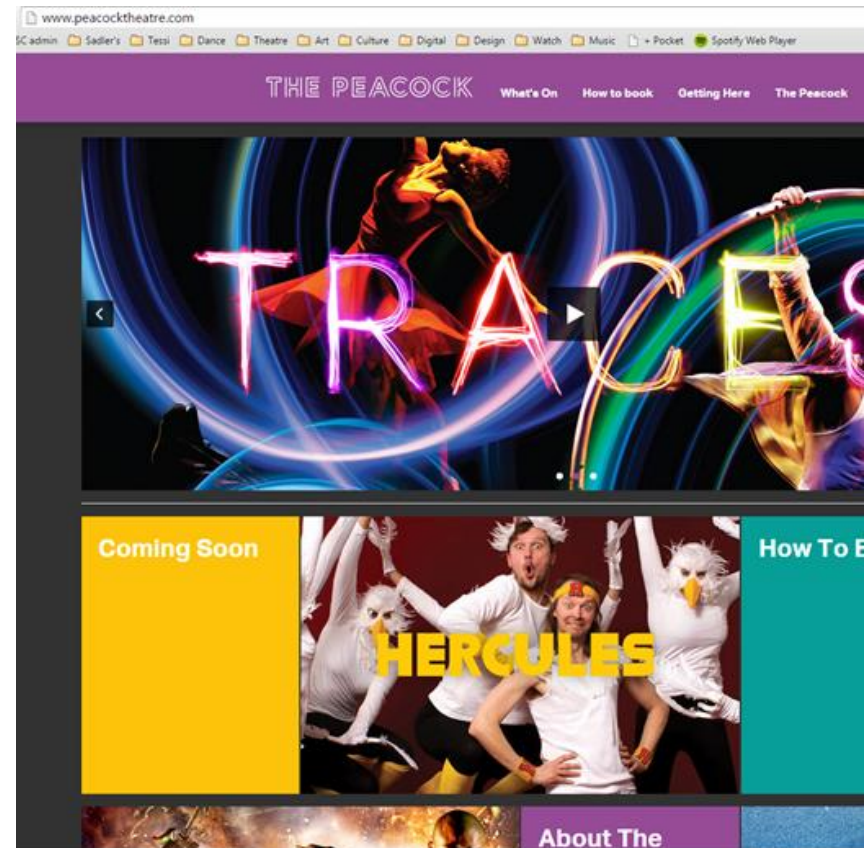


"Lovely theatre, really big stage with comfy seats."

[View all Google reviews](#)

What did we do?

- Adapted programming – seasonal change
- Developed microsite: peacocktheatre.com
- Dedicated social profiles
- Define metrics and KPIs to measure success



Any questions?

sebastian.cheswright@sadlerswells.com

liz@silver-sea.co.uk



Sage
Gateshead

**Dashboards at
Sage Gateshead**

Sage Gateshead

- Open since 2004
- 3rd (ish) UK Organisation on Tessitura
- Using Dashboards for around a year
(still learning the ropes)

What are Dashboards?

- A single page collection of mini-reports
- **User-friendly** 'drag and drop' interface
- Provide an executive view of **key performance indicators**
- **high-level snapshot** of the most important information
- Lead you to **act**

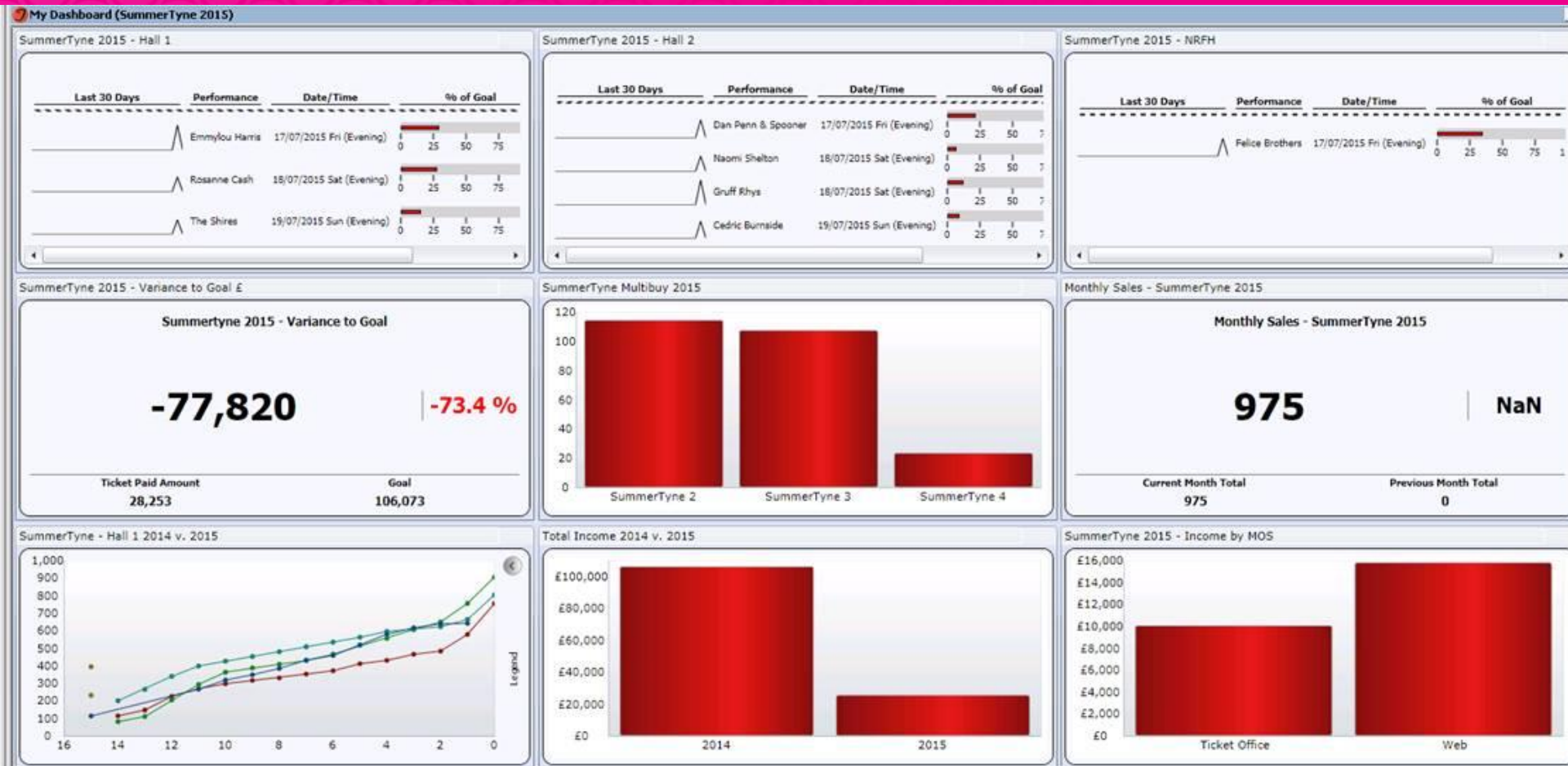




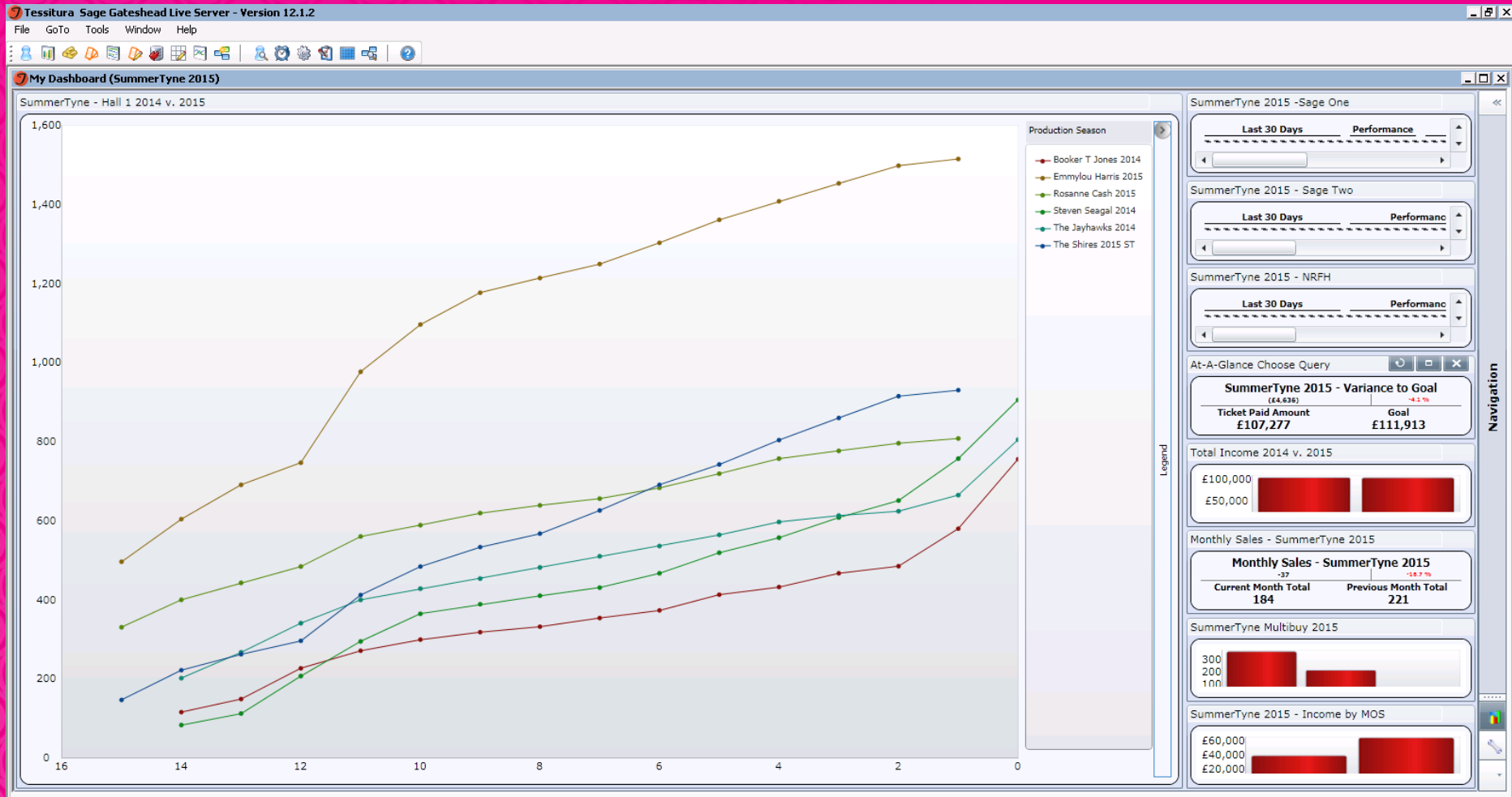
Sage
Gateshead

Festival Analysis

SummerTyne Americana Festival 2015

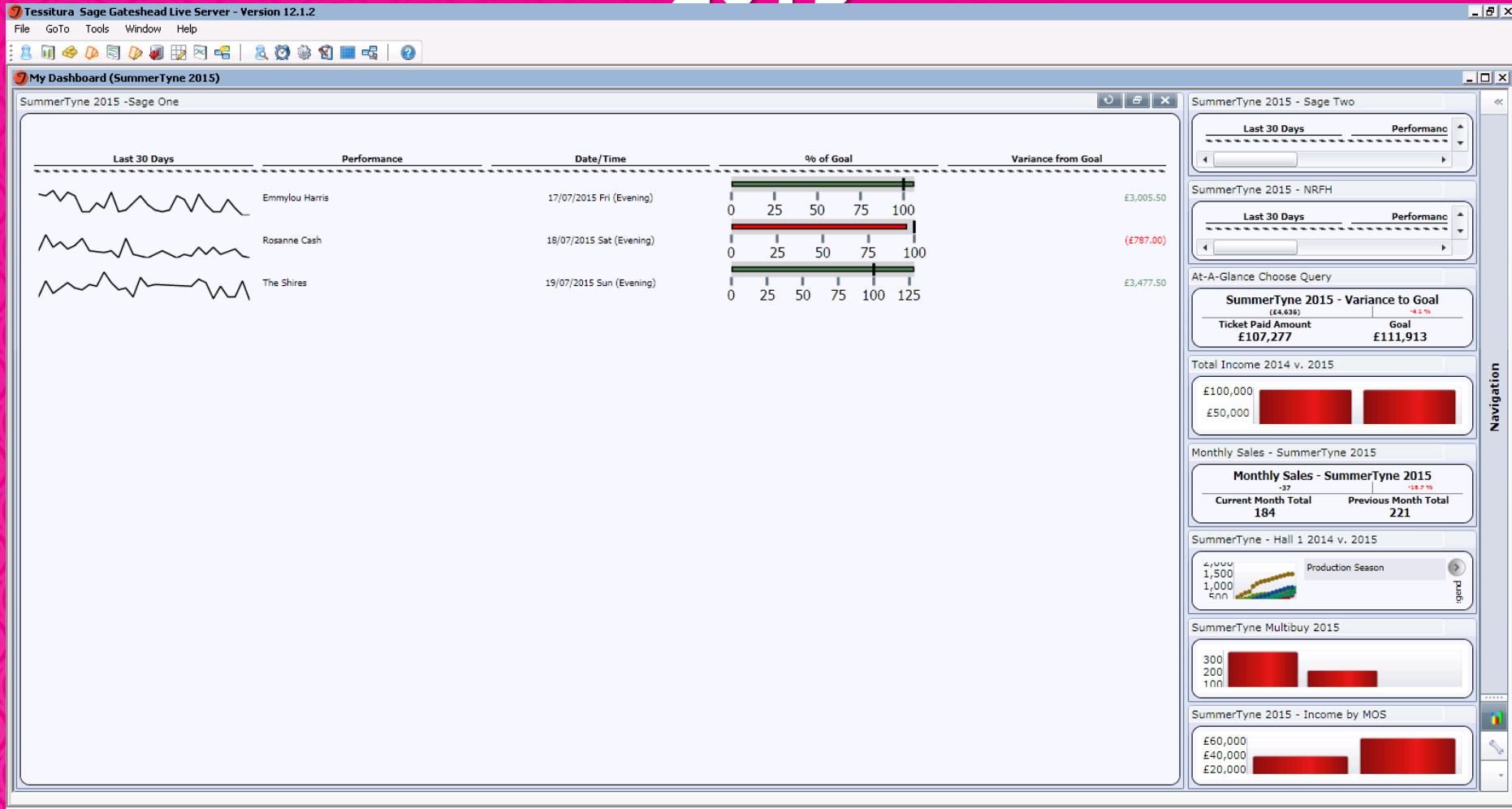


SummerTyne Americana Festival 2015



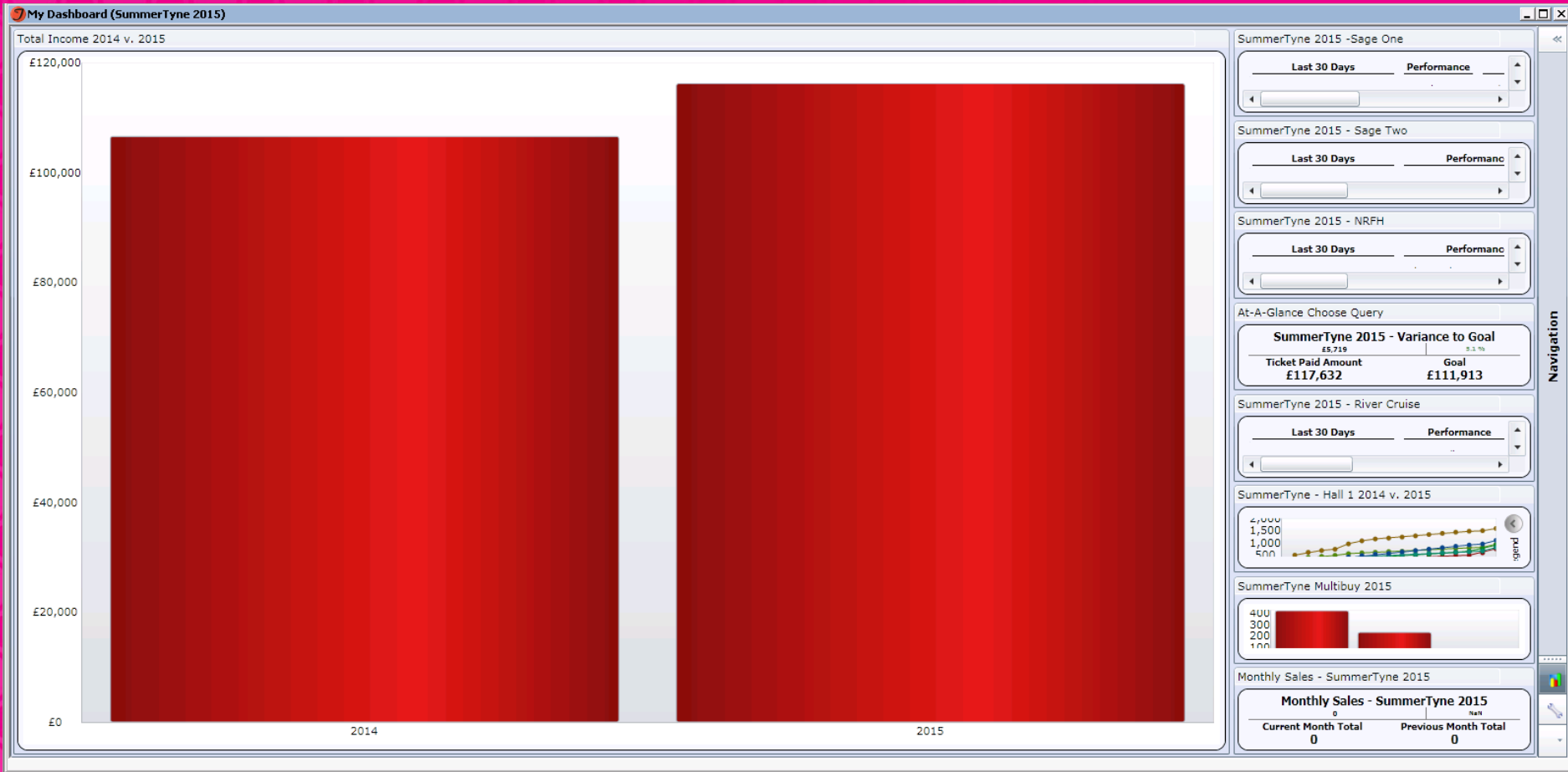
Widget: Cumulative Sales Prior to Performance

SummerTyne Americana Festival 2015



Widget: Cumulative Ticket Sales

SummerTyne Americana Festival 2015



Widget: [Simple Bar Chart - Tickets](#)

SummerTyne Americana Festival 2015

At-A-Glance Choose Query

SummerTyne 2015 - Variance to Goal

At-A-Glance Choose Query

SummerTyne 2015 - Variance to Goal

Ticket Paid
£10

£5,719

5.1 %

Ticket Paid Amount
£117,632

Goal
£111,913

Custom Code – Very easy to set up using TR_ATAGLANCE_QUERIES

Widget: [At-a-Glance Choose a Query](#)



Variance to target for a production...

```
SELECT CAST (ISNULL(SUM(a.paid_amt),0) as int) as [Ticket Paid Amount] ,
100000 as [Goal],
    CAST (100000 - ISNULL(SUM(a.paid_amt),0) as int) as [Variance To Goal]
FROM T_SUB_LINEITEM (NOLOCK) a
    JOIN VS_PERF b (NOLOCK) on a.perf_no = b.perf_no
where b.prod_season_no = 370
```

Variance to Goal for a season...

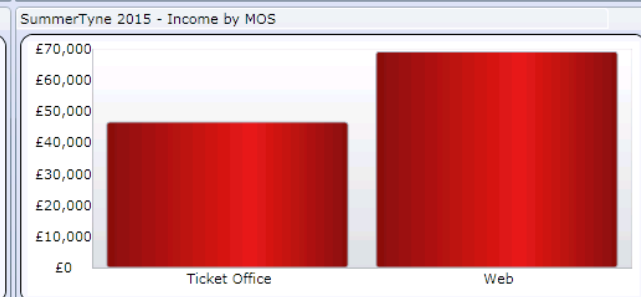
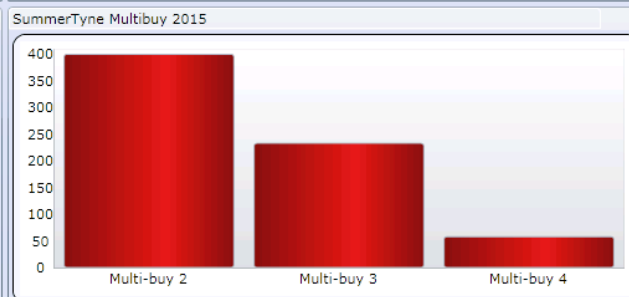
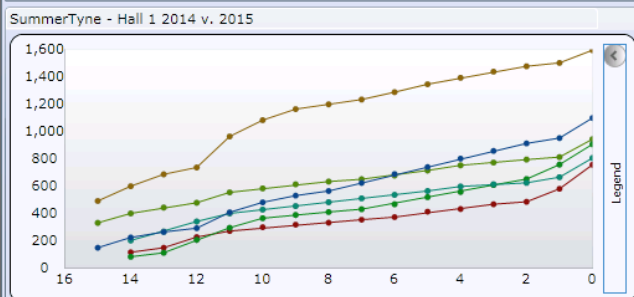
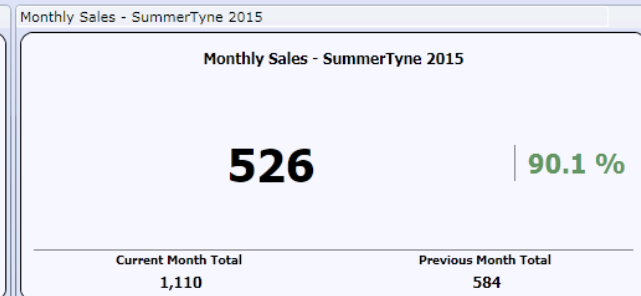
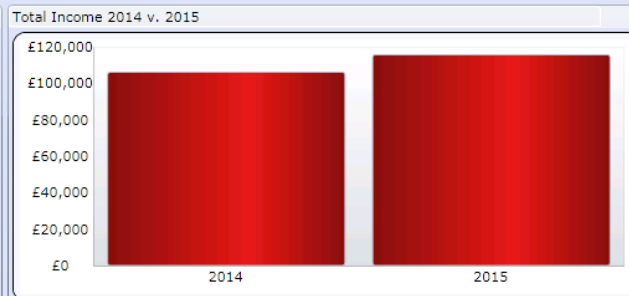
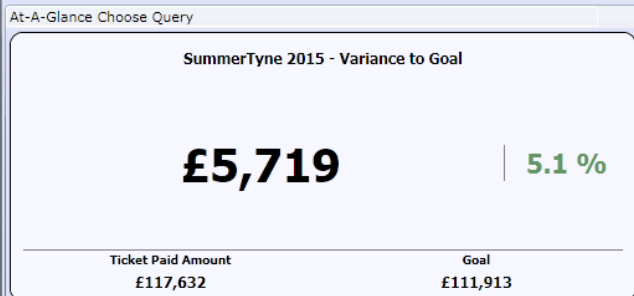
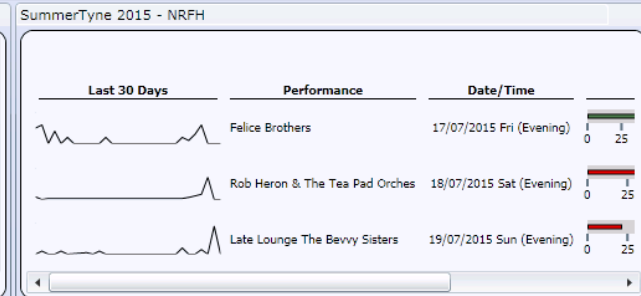
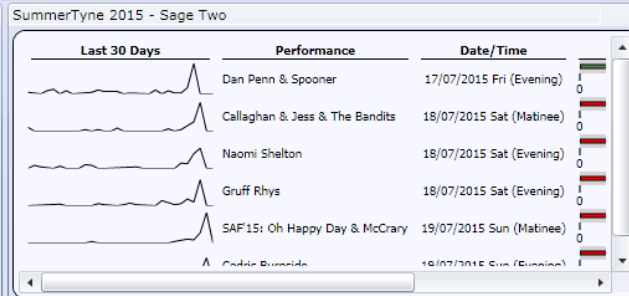
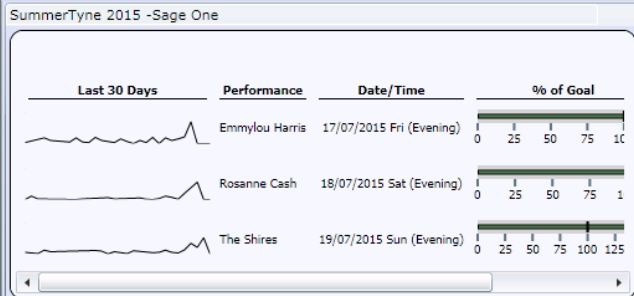
```
SELECT CAST (ISNULL(SUM(a.paid_amt),0) as int) as [Ticket Paid Amount] ,
1500000 as [Goal],
    CAST (100000 - ISNULL(SUM(a.paid_amt),0) as int) as [Variance To Goal]
FROM T_SUB_LINEITEM (NOLOCK) a
    JOIN VS_PERF b (NOLOCK) on a.perf_no = b.perf_no
where b.season = 12
```

Thank you Paul Callas!! 😊



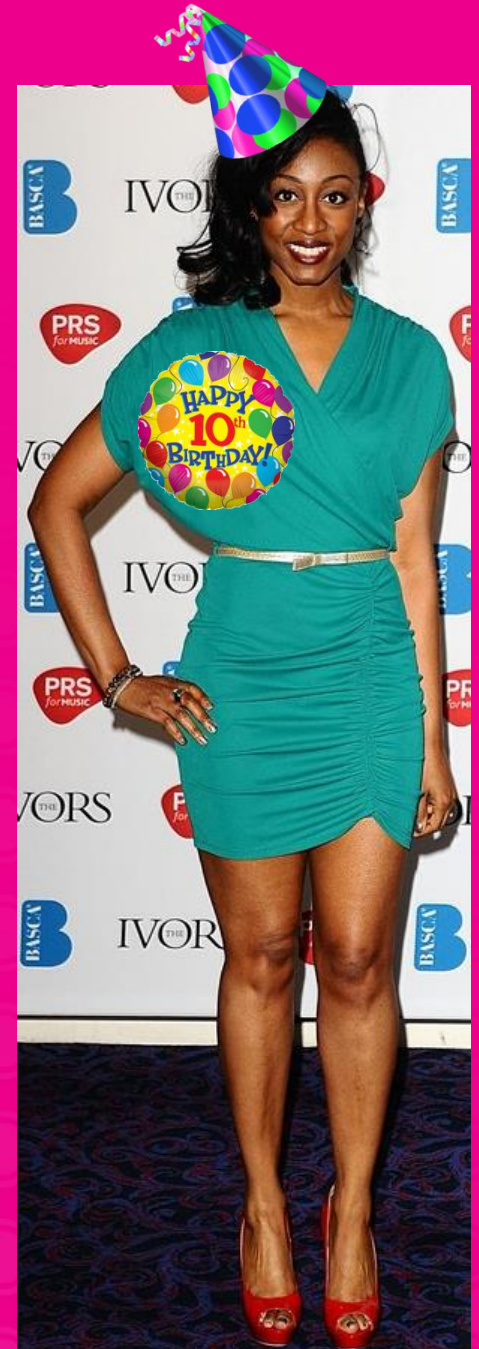
SummerTyne Americana Festival 2015

My Dashboard (SummerTyne 2015)



**Sage
Gateshead**

**Beverley
Knight**



Beverley Knight

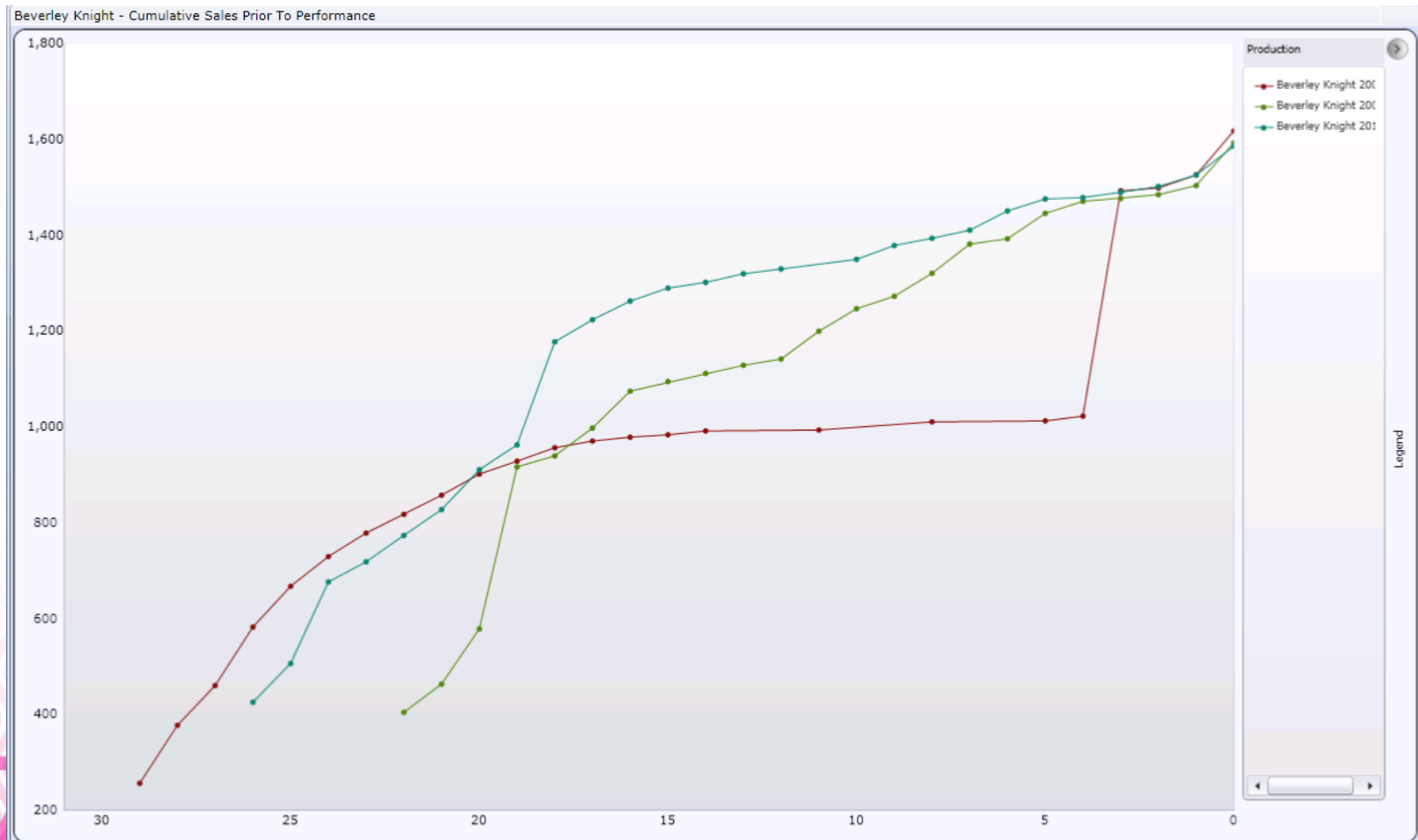


Similar Set Up to Festivals

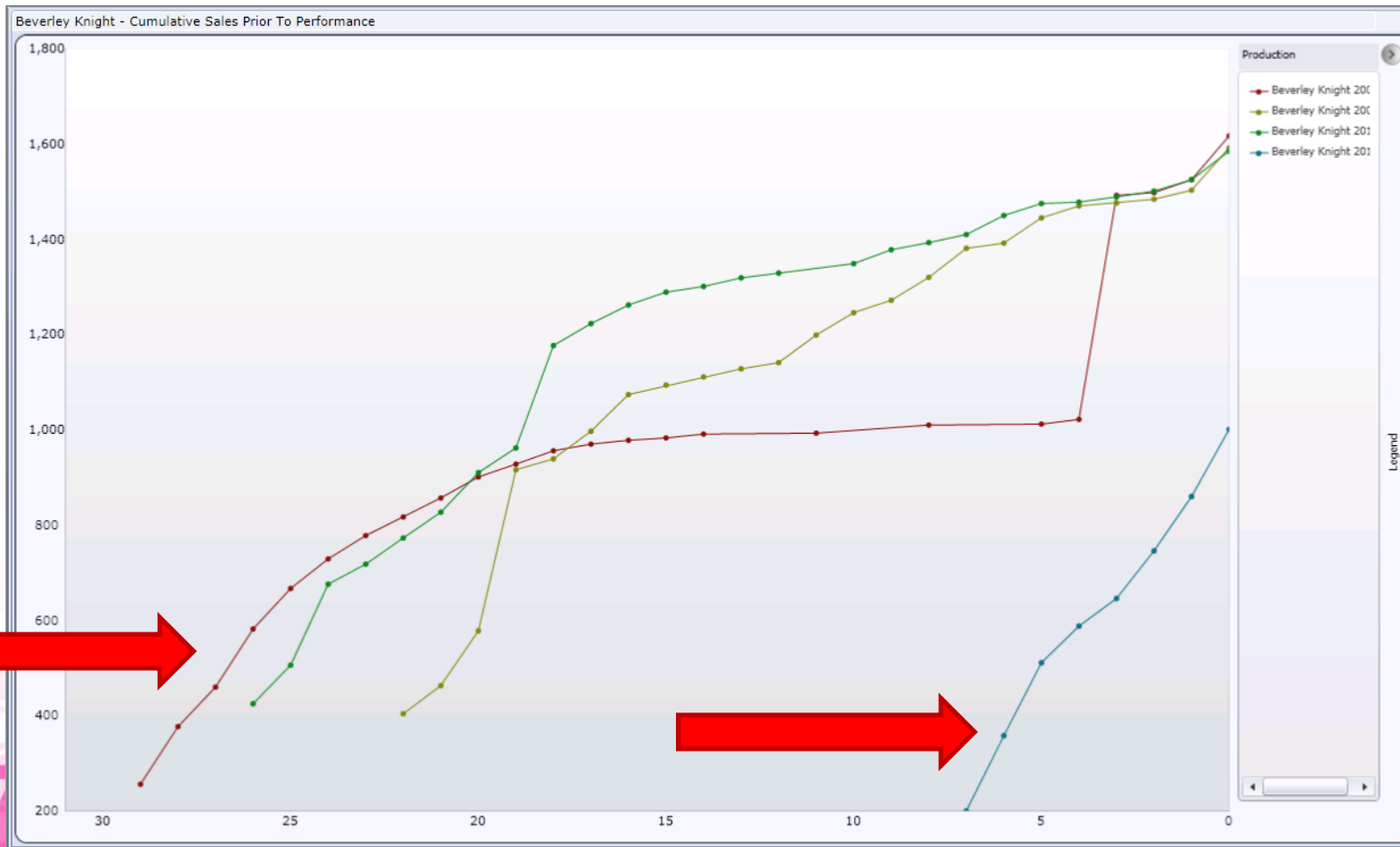
- Pace of Sales – [Cumulative Sales Prior to Performance](#)
- Variance to Goal - [At-a-Glance Choose a Query](#)
- Daily Sales - [At-a-Glance Tickets](#)



Beverley Knight – Pace of Sales



Beverley Knight – Pace of Sales





Sage
Gateshead

Thank You!

Kelly Enderwick

Tessitura and Research Coordinator

kelly.enderwick@sagegateshead.com

DATA DRIVEN DECISION MAKING DATA VISUALISATION & TABLEAU

Graeme Ellis

*Insight & Data Manager
The Roundhouse*





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ROUNDHOUSE

CAFE R...









WIN















silent
event
www.silentevent.co.uk



Commercial music programme

Promoters allocate a percentage of the house to external agents

Wanted to be able to track percentage remaining with Roundhouse

Segment data by date, promoter and genre

THE PROJECT



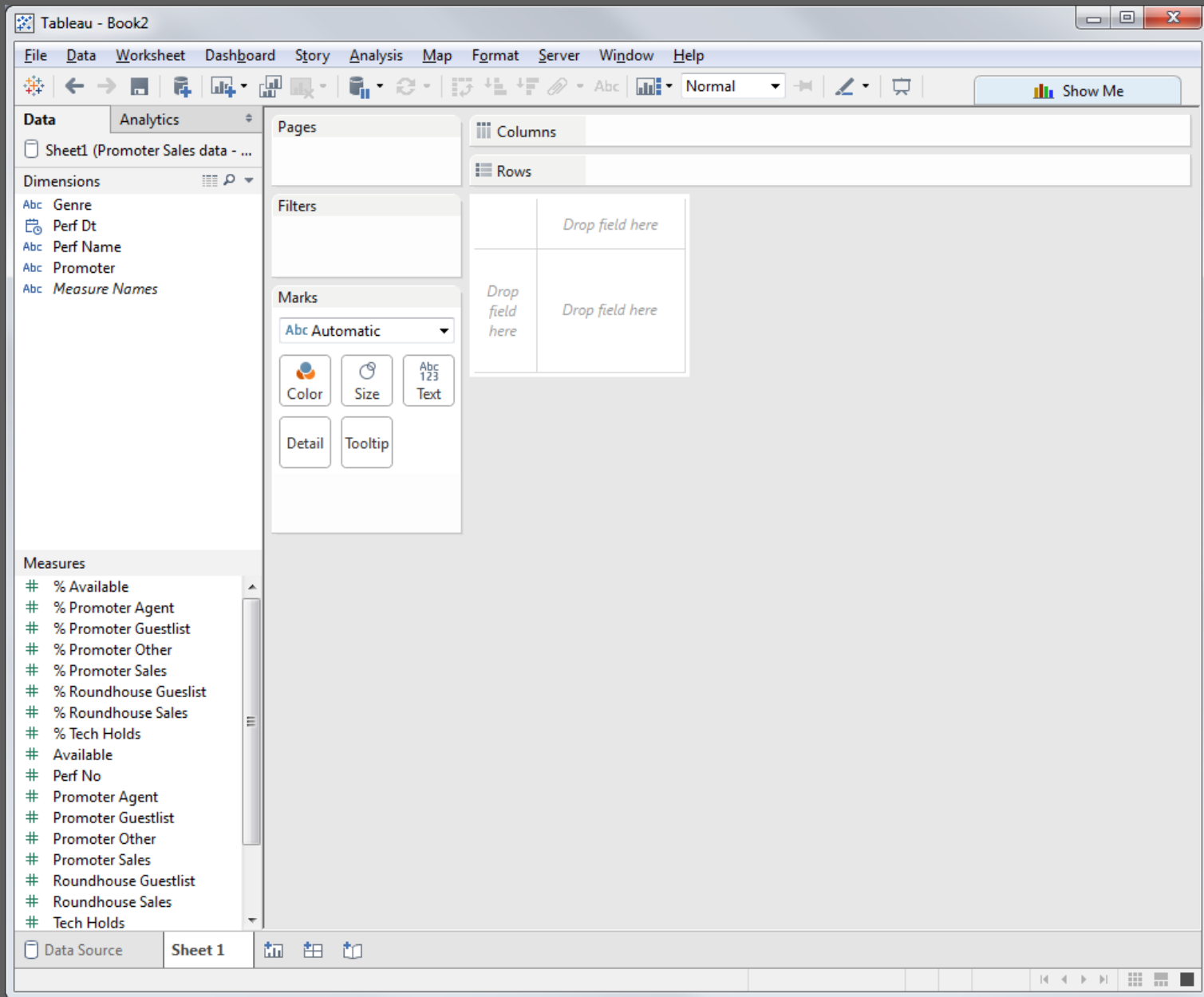
tableau®
SOFTWARE

Tableau Software

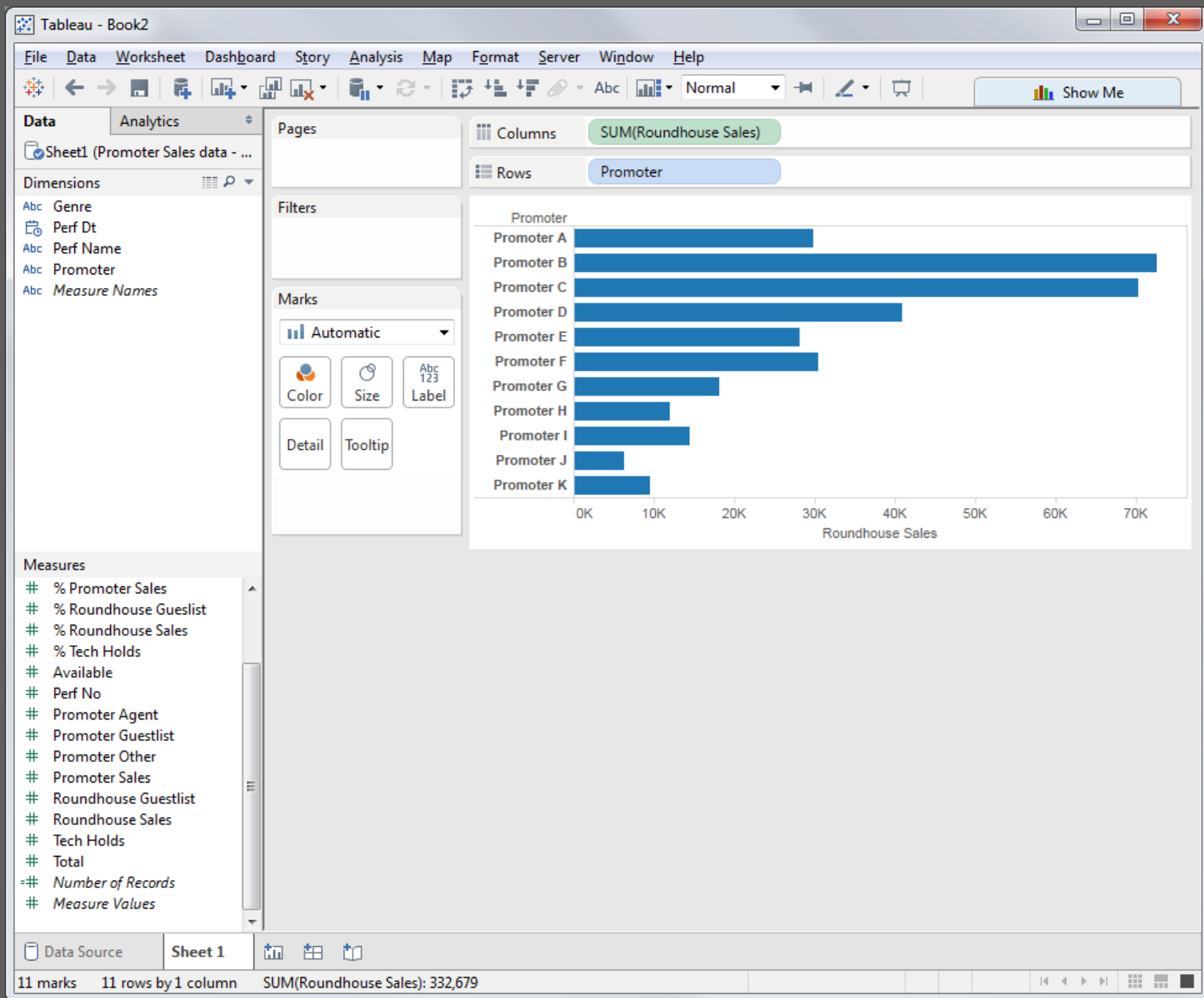
From Wikipedia, the free encyclopedia

Tableau Software (/tæb'loʊ/ *tab-LOH*) is an American computer software company headquartered in Seattle, Washington. It produces a family of interactive data visualization products focused on business intelligence.^[2]

WHAT IS TABLEAU?



HOW DOES TABLEAU WORK?

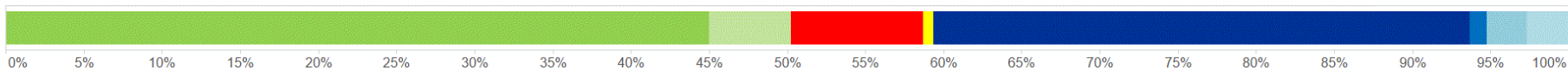


HOW DOES TABLEAU WORK?

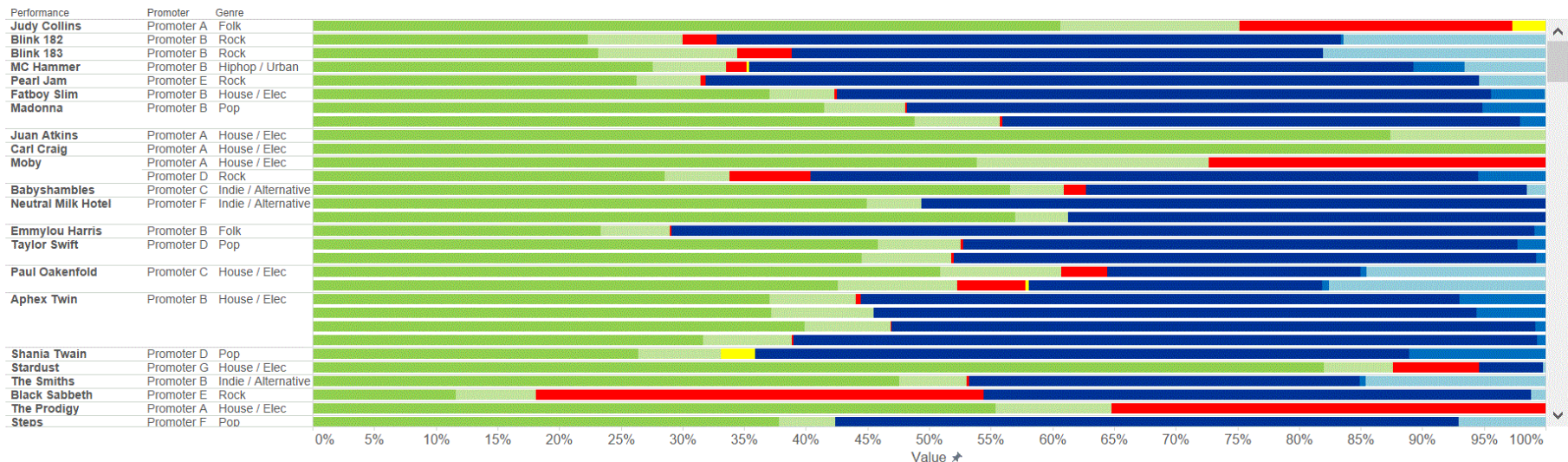
Promoter Percentage Graphs

Average Percentage Allocation to

50.3%



Performances



- Promoter**
- (All)
 - Promoter A
 - Promoter B
 - Promoter C
 - Promoter D
 - Promoter E
 - Promoter F
 - Promoter G
 - Promoter H
- Genre**
- (All)
 - Folk
 - Hiphop / Urban
 - House / Elec
 - Indie / Alternat...
 - Jazz / World
 - Other
 - Pop
 - Rock

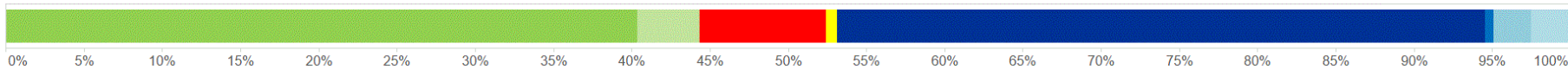
Date
22/01/2010 19:30:00 — 01/01/2015 00:00:00

- Measure Names**
- Promoter Guestlist
 - Promoter Other
 - Promoter Sales
 - Promoter Agent
 - Tech Holds
 - Available
 - Roundhouse Gueslist
 - Roundhouse Sales

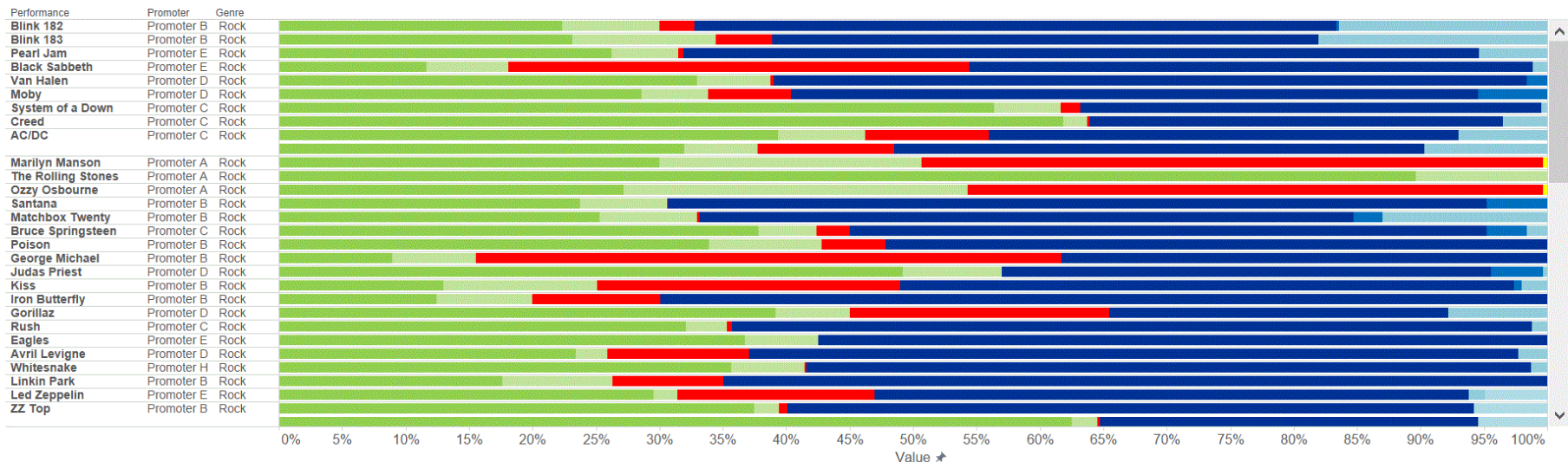
Promoter Percentage Graphs

Average Percentage Allocation to

44.4%



Performances



Promoter

- (All)
- Promoter A
- Promoter B
- Promoter C
- Promoter D
- Promoter E
- Promoter F
- Promoter G
- Promoter H

Genre

- Folk
- Hiphop / Urban
- House / Elec
- Indie / Alternat...
- Jazz / World
- Other
- Pop
- Rock

Date

22/01/2010 19:30:00 — 01/01/2015 00:00:00

Measure Names

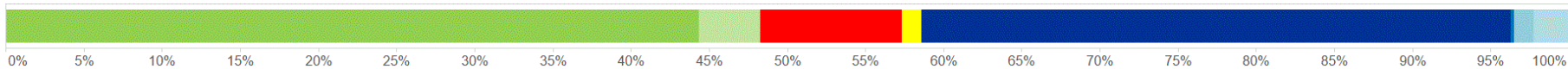
- Promoter Guestlist
- Promoter Other
- Promoter Sales
- Promoter Agent
- Tech Holds
- Available
- Roundhouse Gueslist
- Roundhouse Sales

NON-LIVE DEMO

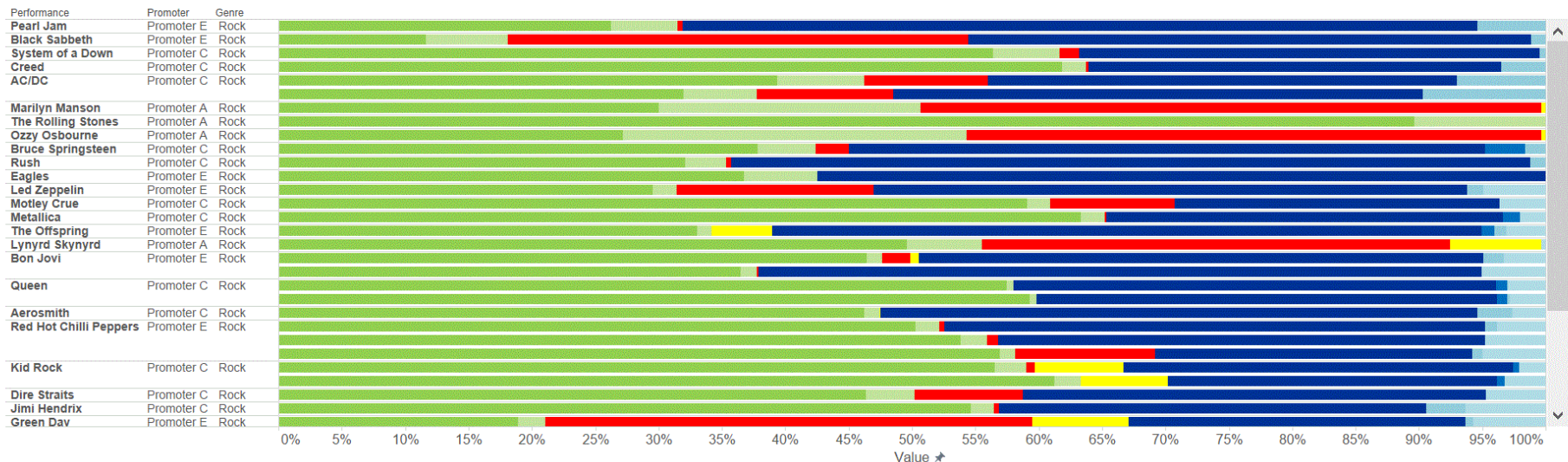
Promoter Percentage Graphs

Average Percentage Allocation to

48.3%



Performances



Promoter

- (All)
- Promoter A
- Promoter B
- Promoter C
- Promoter D
- Promoter E
- Promoter F
- Promoter G
- Promoter H

Genre

- Folk
- Hiphop / Urban
- House / Elec
- Indie / Alternat...
- Jazz / World
- Other
- Pop
- Rock

Date
22/01/2010 19:30:00 — 01/01/2015 00:00:00

Measure Names

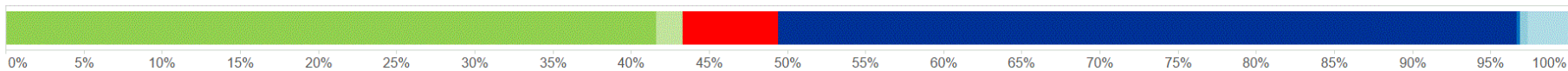
- Promoter Guestlist
- Promoter Other
- Promoter Sales
- Promoter Agent
- Tech Holds
- Available
- Roundhouse Gueslist
- Roundhouse Sales

NON-LIVE DEMO

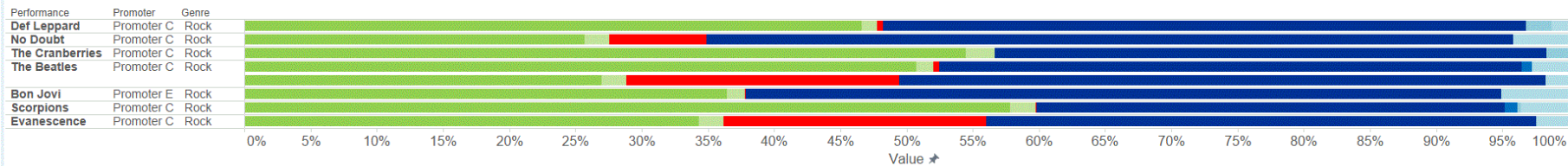
Promoter Percentage Graphs

Average Percentage Allocation to

43.3%



Performances



Promoter

- (All)
- Promoter A
- Promoter B
- Promoter C
- Promoter D
- Promoter E
- Promoter F
- Promoter G
- Promoter H

Genre

- Folk
- Hiphop / Urban
- House / Elec
- Indie / Alternat...
- Jazz / World
- Other
- Pop
- Rock

Date

01/01/2014 00:00:00 01/01/2015 00:00:00

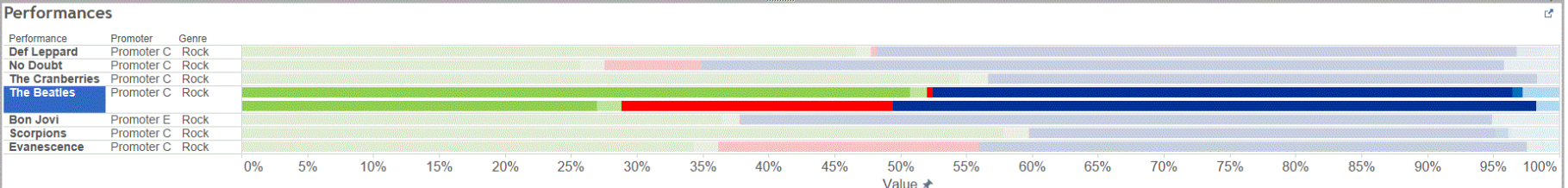
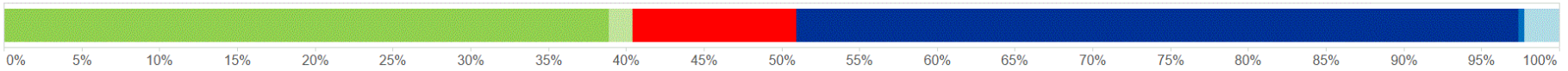
Measure Names

- Promoter Guestlist
- Promoter Other
- Promoter Sales
- Promoter Agent
- Tech Holds
- Available
- Roundhouse Guestlist
- Roundhouse Sales

NON-LIVE DEMO

Promoter Percentage Graphs

Average Percentage Allocation to
40.4%



Promoter

- (All)
- Promoter A
- Promoter B
- Promoter C
- Promoter D
- Promoter E
- Promoter F
- Promoter G
- Promoter H

Genre

- Folk
- Hiphop / Urban
- House / Elec
- Indie / Alternat...
- Jazz / World
- Other
- Pop
- Rock

Date

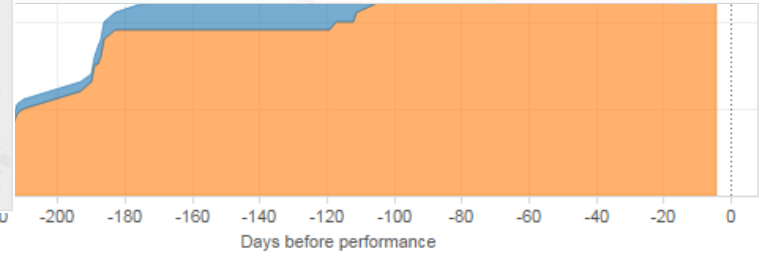
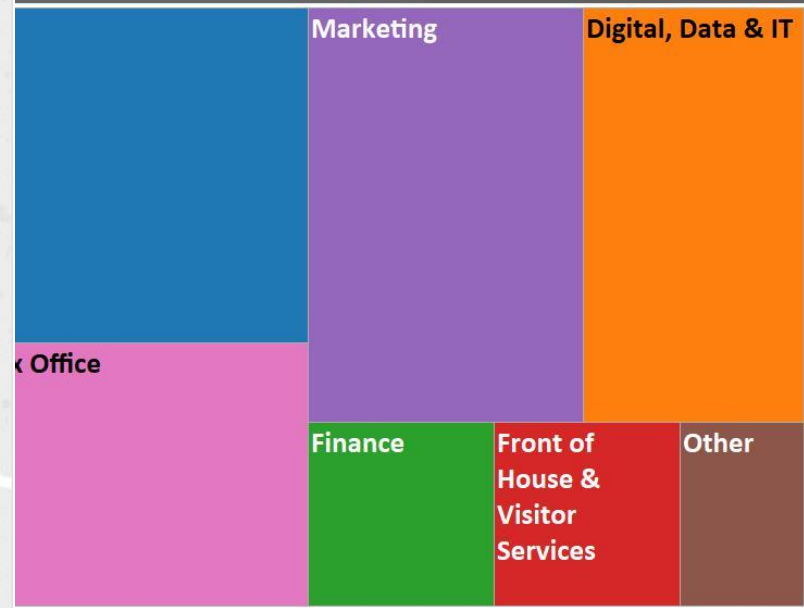
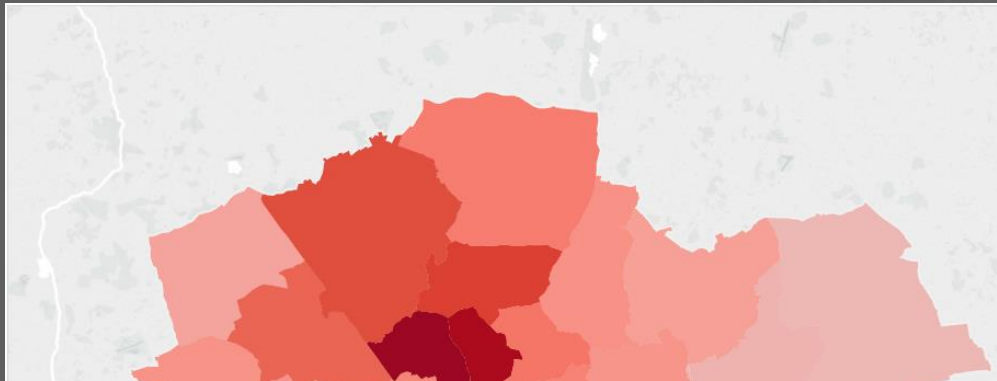
01/01/2014 19:30:00 01/01/2015 00:00:00

Measure Names

- Promoter Guestlist
- Promoter Other
- Promoter Sales
- Promoter Agent
- Tech Holds
- Available
- Roundhouse Gueslist
- Roundhouse Sales

NON-LIVE DEMO

Creates great looking and intuitive interactive visualisations



BENEFITS WITH TABLEAU

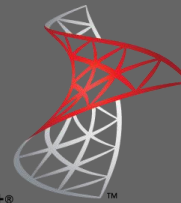
Creates great looking and intuitive interactive visualisations

Very powerful

Relatively easy to use

Can be linked directly to a SQL database

Can pull data from various sources



Microsoft®
SQL Server®



Amazon Redshift



Google Analytics



BENEFITS WITH TABLEAU

Creates great looking and intuitive interactive visualisations

Very powerful

Relatively easy to use

Can be linked directly to a SQL database

Can pull data from various sources

Community of users

BENEFITS WITH TABLEAU

Another system to learn

Data coming out only as good as the data going in

££££££

CONSIDERATIONS WITH TABLEAU

THANK YOU

Graeme Ellis

Insight & Data Manager
The Roundhouse

graeme.ellis@roundhouse.org.uk

[@graemeellis](https://twitter.com/graemeellis)



**National
Theatre**

Data Driven Decision Making

Data visualisation with Tableau



The National Theatre at a glance

- 4 Auditoria
 - Olivier (1125 seats)
 - Lyttelton (898 seats)
 - Dorfman (300 - 450 seats)
 - Temporary theatre (250 seats)
- 24 productions in 2014/15 – 987 performances
- 700,000 tickets issued – 90% capacity

The NT elsewhere

- 710,000 tickets issued in the West End
- 720,000 tickets issued for UK touring productions
- 775,000 tickets issued for International productions and touring
- 1.2m tickets issued for NT Live broadcasts

The Question: How can we enhance our reporting, visualise data better and make it shareable across the organisation?



1. Sales curves

File GoTo Reports Tools Window Help



Olivier									ADVANCE					
Les Blancs									Matured to Date		Advance C / F		Accumulative	
DAILY SALES	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Wkly Total	£'s	Tix	£'s	Tix	£'s	Tix
Date	12-Oct-15	13-Oct-15	14-Oct-15	15-Oct-15	16-Oct-15	17-Oct-15	18-Oct-15							
Counter/Phones	0	0	0	0	0	0	0	0	£0	0	£0	0	£0	0
Internet	0	0	0	0	0	0	0	0	Unpaid Reservations		£0	0	£0	0
Total Tickets	0	0	0	0	0	0	0	0	Total		£0	0	£0	0
Counter/Phones	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	Gross Potential / Capacity		£770,235	32,613		
Internet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	% Sold		0.00%	0.00%		
Total £'S	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	Avg. Ticket Price					
Avg Tkt £						£0.00	£0.00	£0.00	Available				22,731	

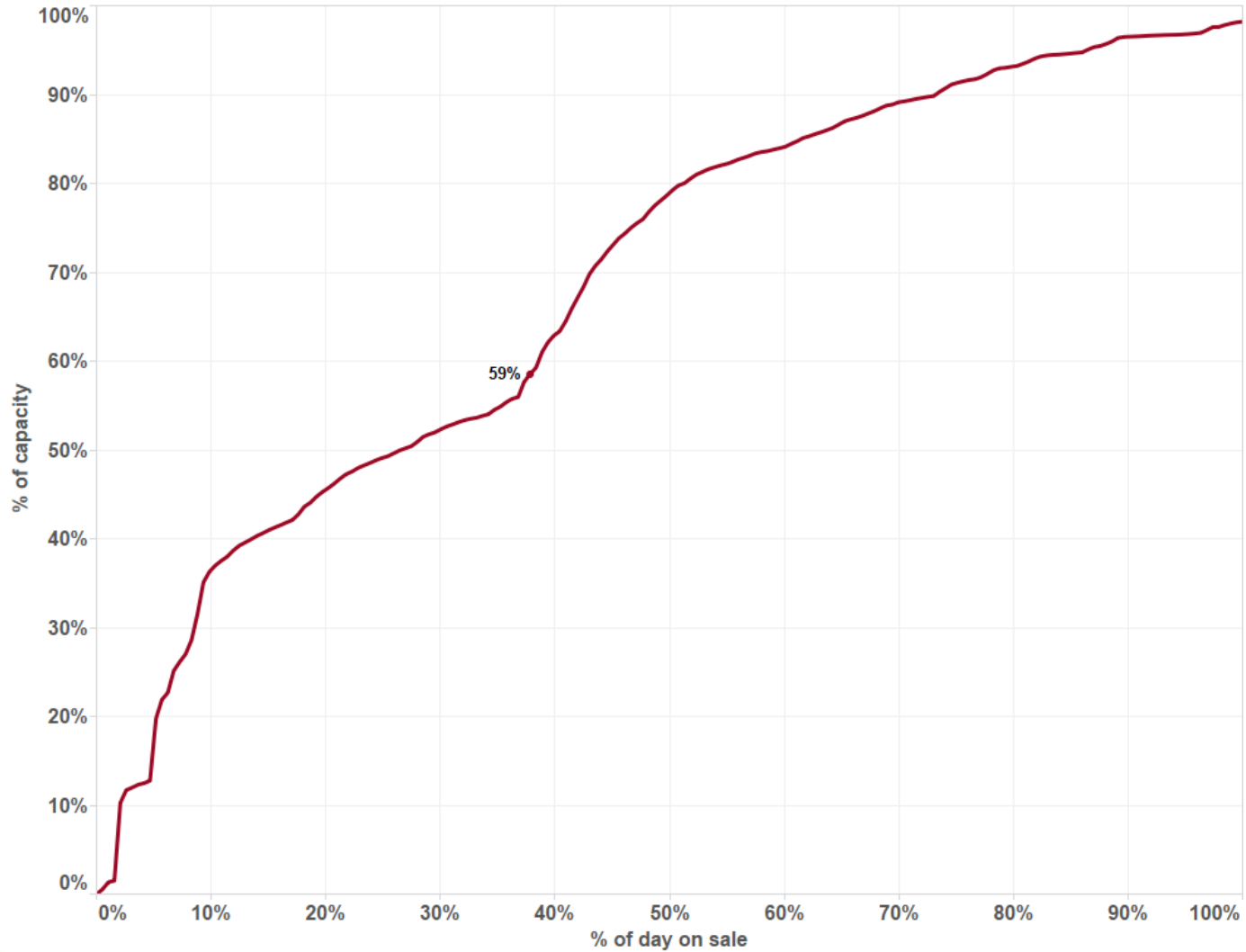
National Theatre

	A	B	C
1	Production	Ticket capacity	Gross Potential
2	100 Acts of Minor Dissent	10000	£100,000
3	3 Winters	15000	£200,000
4	A Small Family Business	20000	£300,000
5	A Taste of Honey	25000	£500,000
6	A Trew Work in Progress	10000	£100,000
7	An Oak Tree	15000	£200,000
8	Analog.Ue	20000	£300,000
9	As You Like It	25000	£500,000

	A	B	C	D	E
9751	06 June 2014	Hotel	202	£3,565.50	75
9752	06 June 2014	James plays trilogy	25	£585.00	64
9753	07 June 2014	King Lear	248	£7,331.38	202
9754	07 June 2014	A Small Family Business	100	£2,810.00	125
9755	07 June 2014	Medea	99	£2,285.00	65
9756	07 June 2014	The Key Will Keep The Lock	9	£195.00	65
9757	07 June 2014	Day of the Innocents	4	£60.00	65
9758	07 June 2014	The True Mirror	6	£90.00	65
9759	07 June 2014	James Plays: Three Show Day	0	£0.00	65
9760	07 June 2014	Treasure Island	22	£800.00	65
9761	07 June 2014	The Silver Tassie	23	£773.00	125
9762	07 June 2014	Ballyturk	18	£681.00	65
9763	07 June 2014	Hotel	236	£4,278.00	76
9764	07 June 2014	James plays trilogy	19	£345.00	65
9765	08 June 2014	King Lear	135	£4,798.56	203
9766	08 June 2014	A Small Family Business	82	£2,349.00	126
9767	08 June 2014	Medea	128	£3,200.00	66

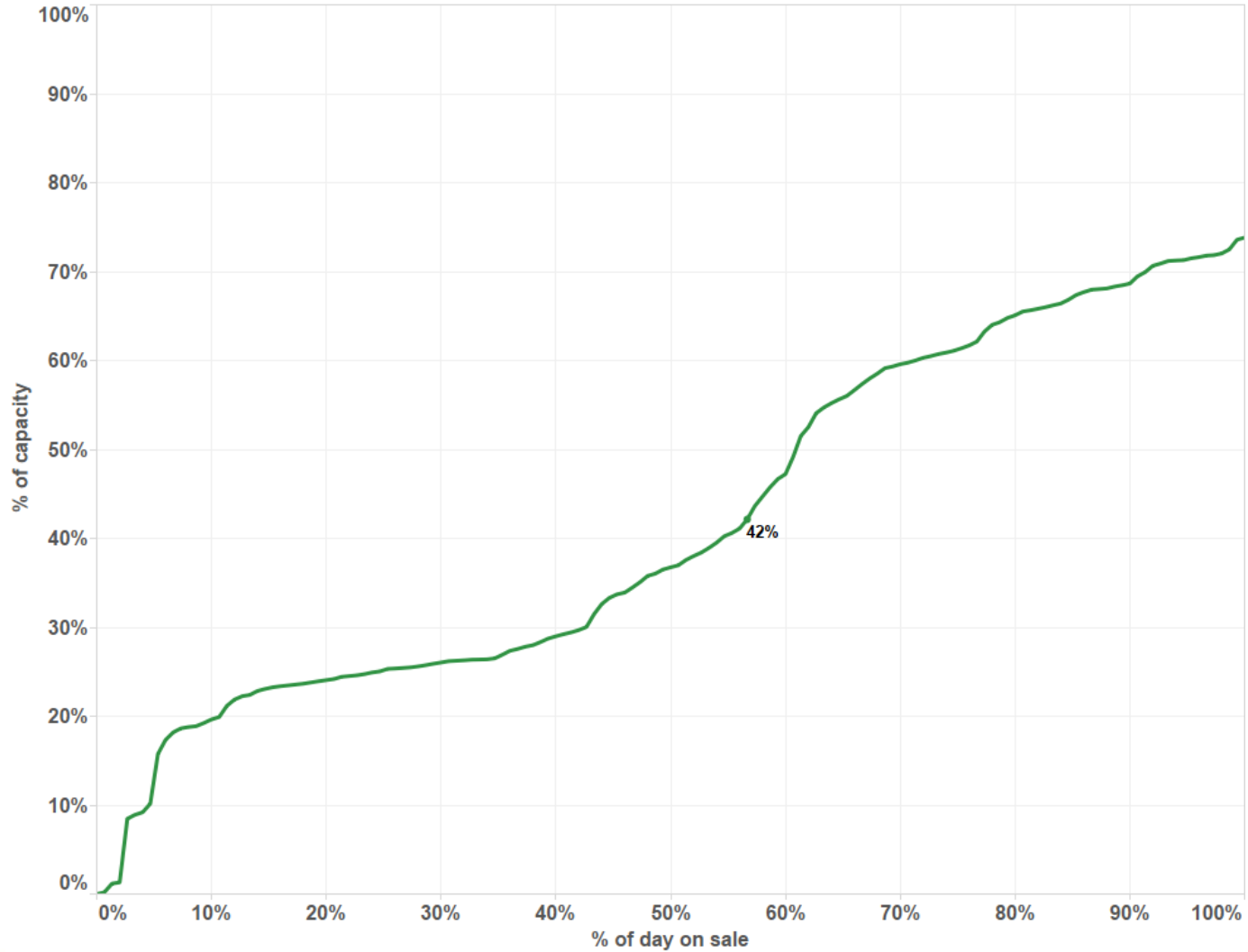
National Theatre

The Last of the Haussmans



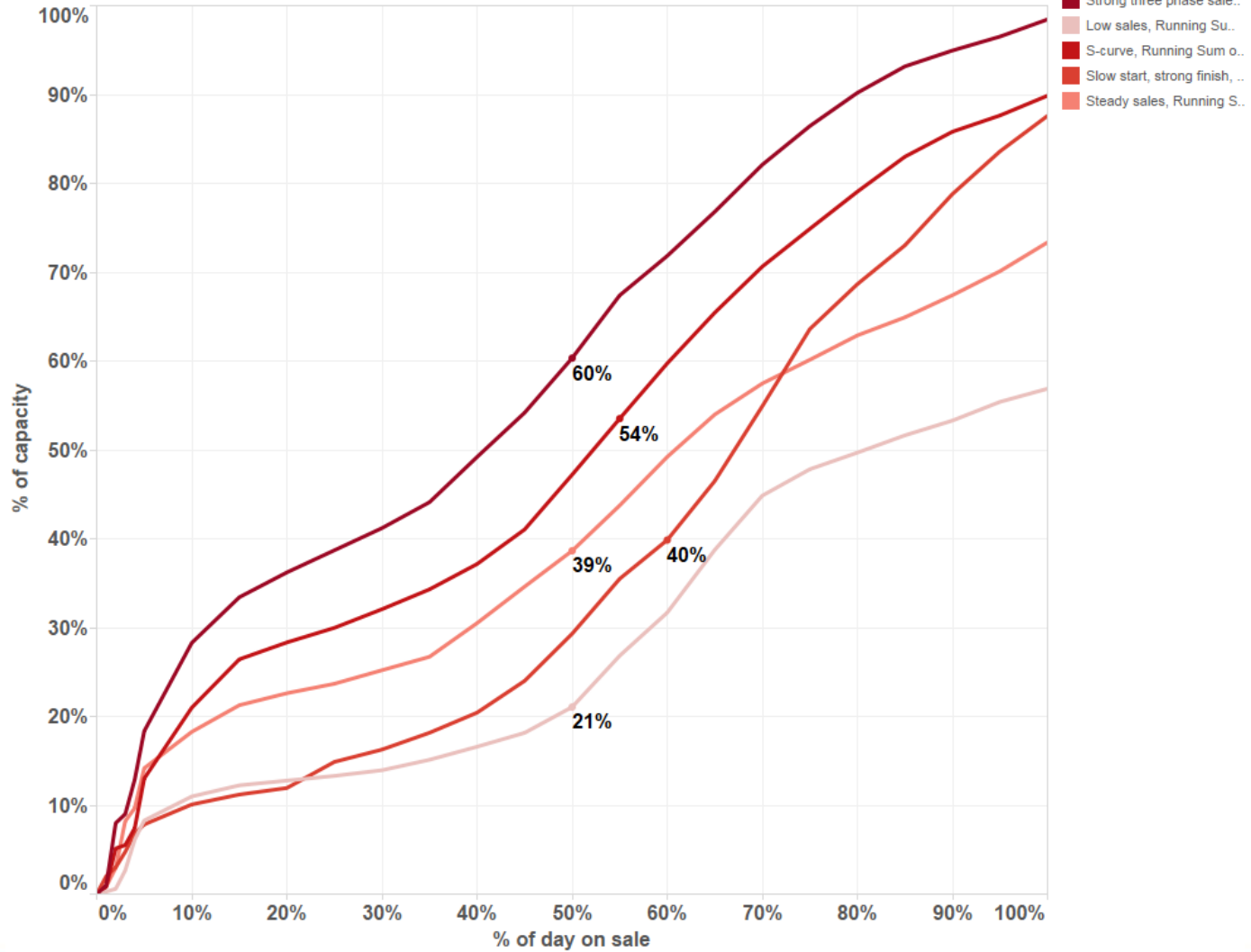
National Theatre

The Captain of Köpenick



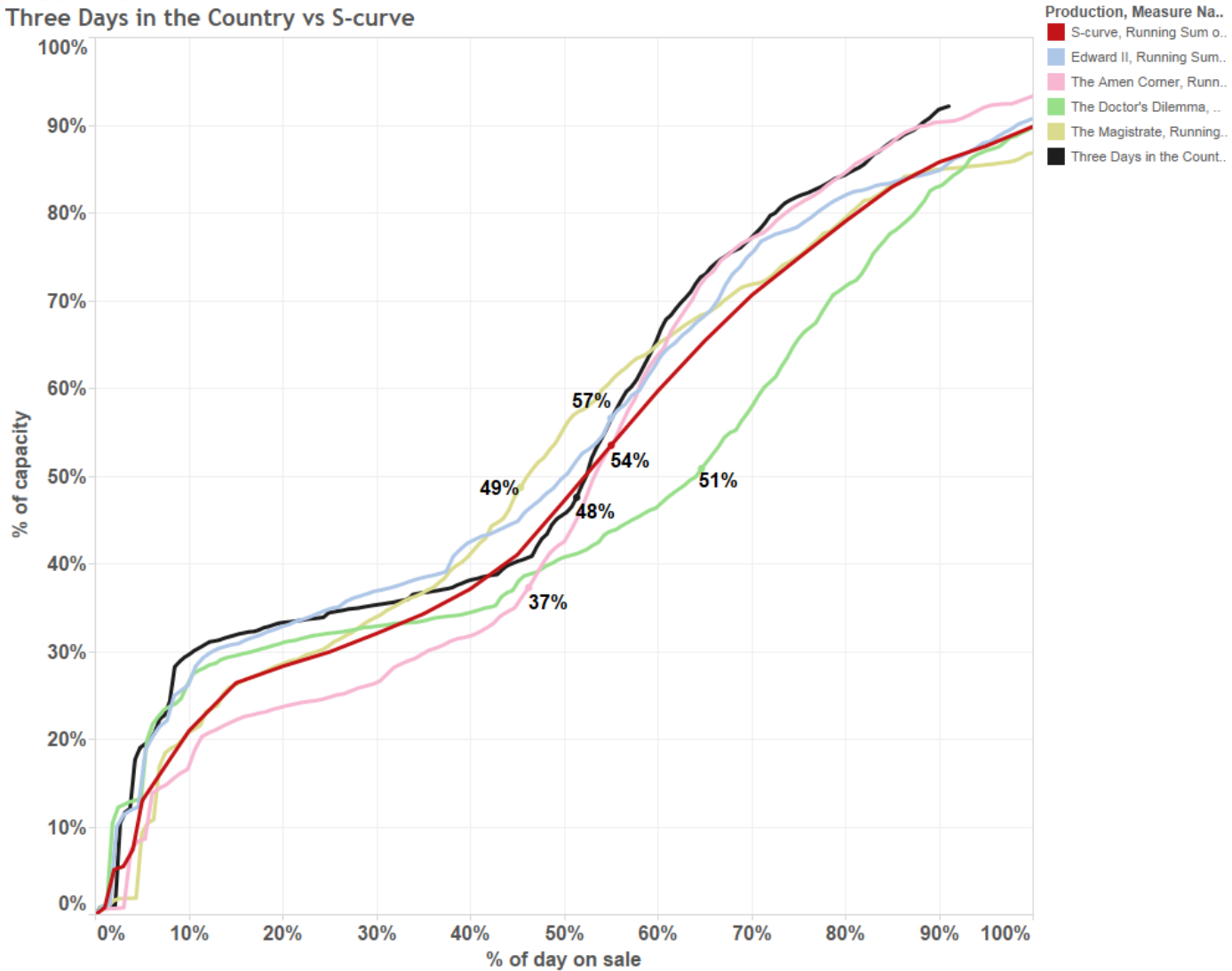
National Theatre

Aggregated curves

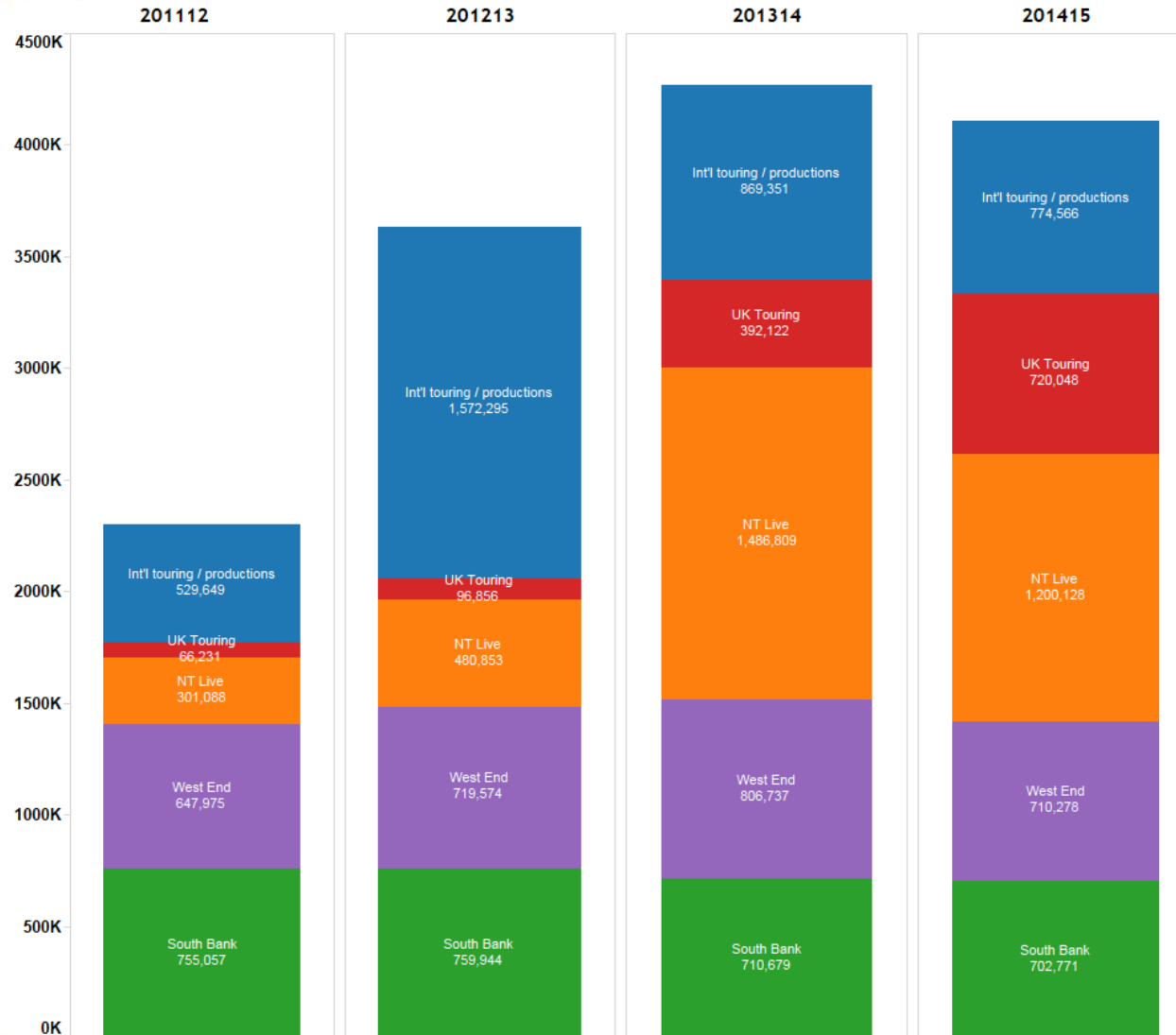


National Theatre

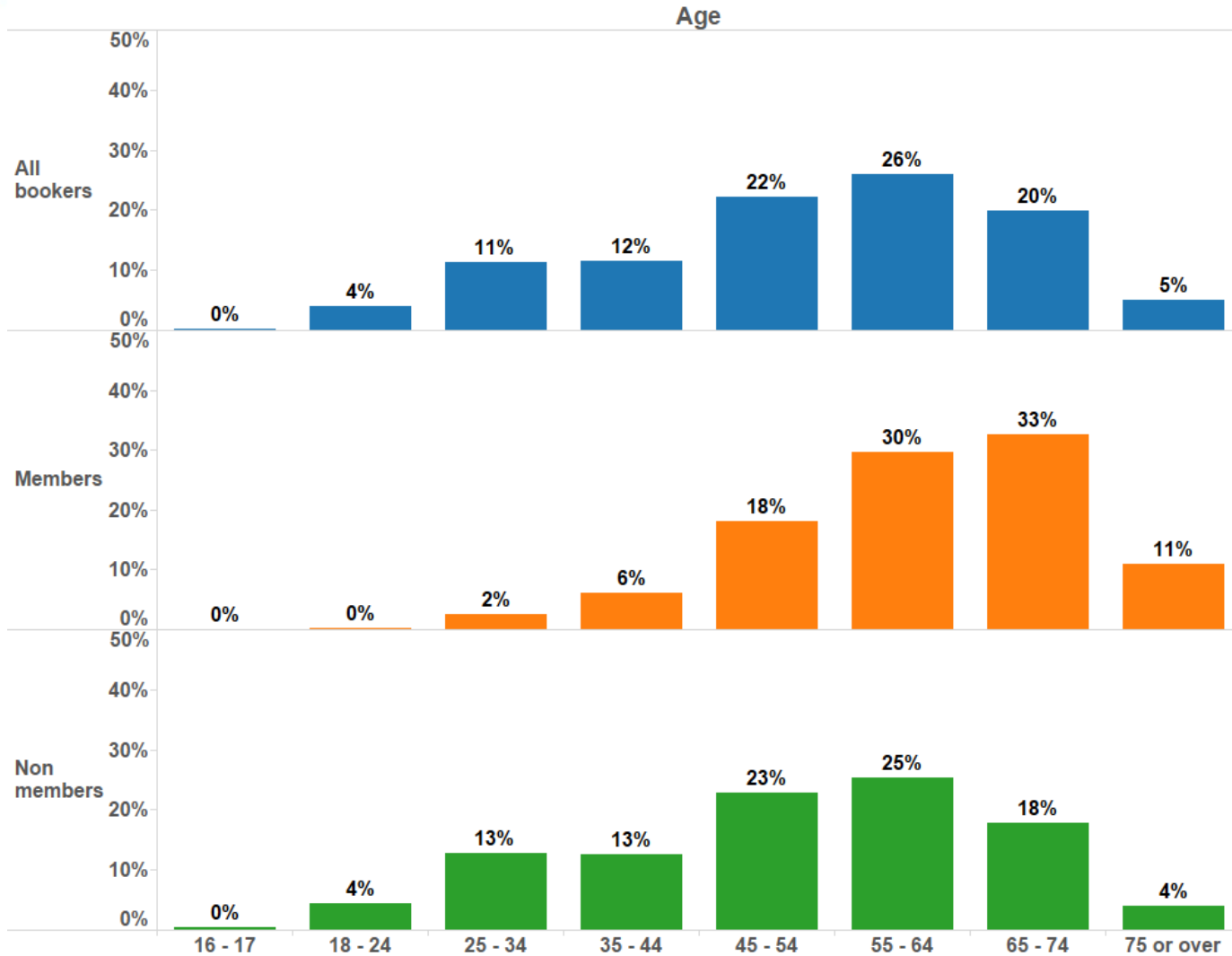
Three Days in the Country vs S-curve



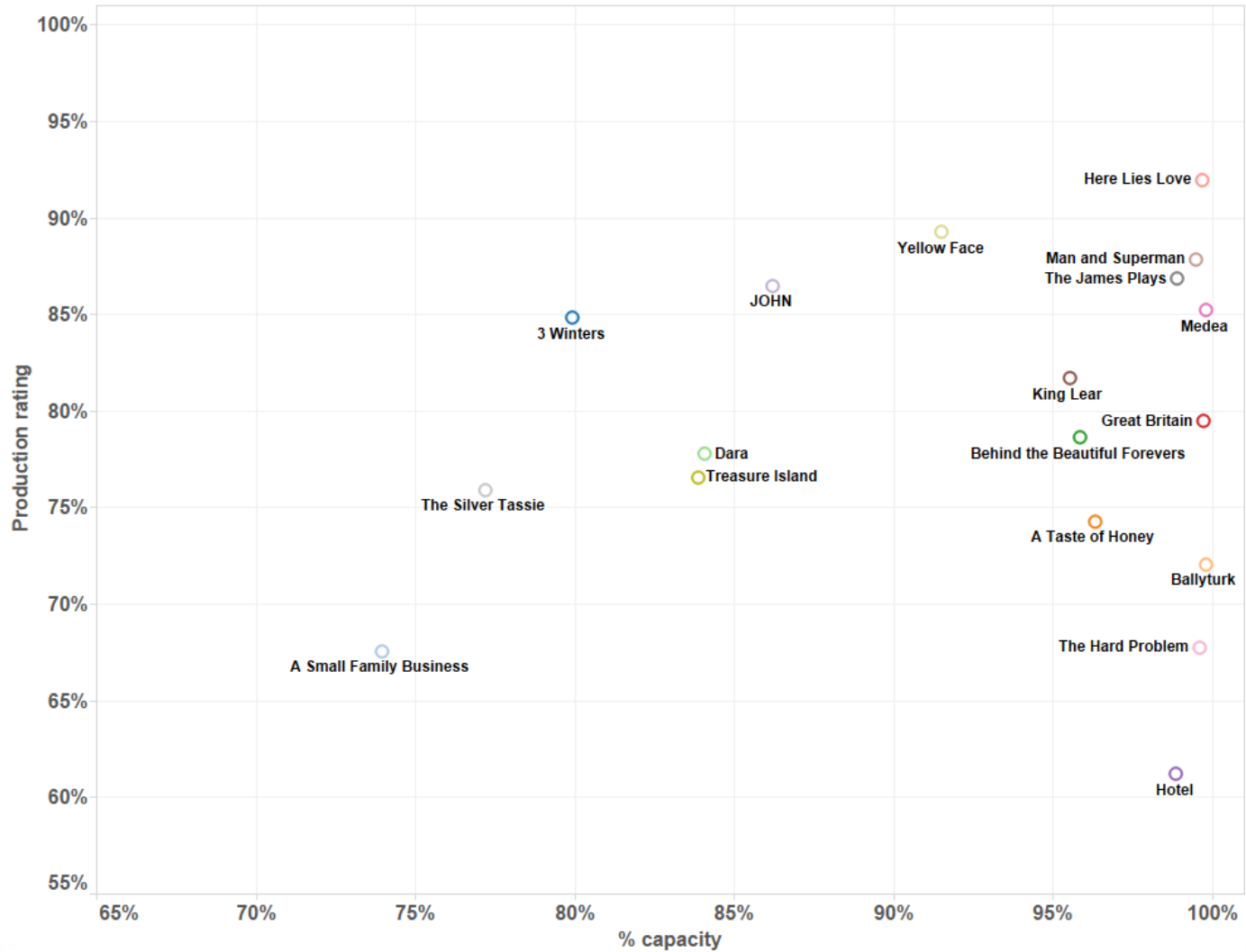
2. End of year reporting



National Theatre



Rating/Capacity



Benefits

- **Better reporting**
- **Cross-departmental use of sales data in a unified way**
- **Raised the department's profile and increased interest in data**
- **Created appetite for further improvements, search of new technologies etc.**

**National
Theatre**

Thank you

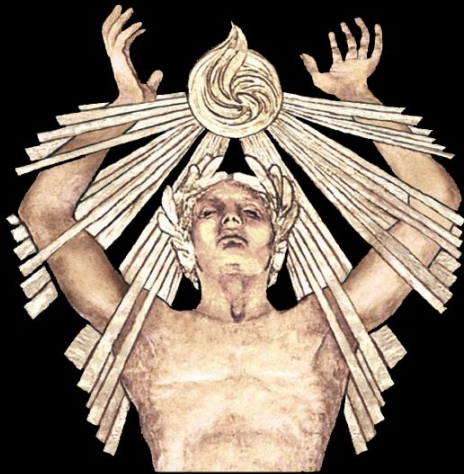
Thanos Gkofas

Senior Marketing Officer – Audience Insight

tgkofas@nationaltheatre.org.uk

**Upper Ground,
London
SE1 9PX**

WIGMORE



HALL

Web development
vs.
Marketing best practices



Internationally renowned
intimate setting

- Song
- Recitals
- Small Ensembles

WIGMORE



HALL

Website February 2015

MR. RICHIE WARBURTON | LEVEL : MEMBER FRIENDS | EXPIRY: 29/02/16

Wishlist (3) My account Basket (0) Logout


ADVANCED SEARCH ACCESS HELP

Box Office: 020 7935 2141 [BUY TICKETS](#) [DONATE](#)

WIGMORE HALL

HOME ABOUT US WHAT'S ON VISIT US SUPPORT US WIGMORE HALL LIVE LEARNING COMPETITIONS HELP


Search




Book now for 2015/16 Wigmore Series
Concerts and Learning events from September to December 2015 are now on sale.

[MORE INFO](#)


FORTHCOMING EVENTS



Sunday 6 September 2015 11:00AM
2015 Wigmore Hall/Kohn Foundation International Song Competition
Preliminary Stage: Day 1



Sunday 6 September 2015 6:00PM
Aspects of Schubert
Wigmore Hall/Kohn Foundation International Song Competition 2015



Monday 7 September 2015 11:00AM
2015 Wigmore Hall/Kohn Foundation International Song Competition
Preliminary Stage: Day 2

JULY 2015						
MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

Stuff

1. Online tools for data collection / analysis
2. Logging and managing web enhancements
3. Following the marketing model

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Don't get too excited

1. I also only just learnt how marketing works, and I might have got it wrong
2. Tessitura who?

WIGMORE



HALL

Tools

- Crazy Egg (!)
- Google Analytics plugin
- Google Analytics reports/dashboards/scheduling

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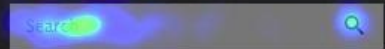
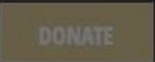
Crazy Egg

- Heatmaps
- Scroll Maps
- Link reports
- Page watches

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Filter To refine your search, use these checkboxes. The RESET button clears the filters and displays all results.

Genre

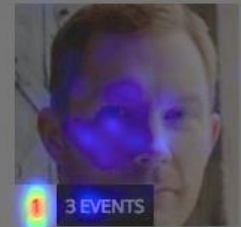
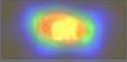
- 20th Century (17)
- Chamber Music (24)
- Classical (18)
- Contemporary (13)
- Early Music & Baroque (11)
- Families & Young People (6)
- Jazz (0)
- Piano (6)
- Romantic (19)
- Schools (1)
- Song & Vocal Music (5)
- Study Events (7)
- World Music (0)

Time of Day

- Morning (12)
- Afternoon (16)
- Evening (30)

COOKIES

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Page Analytics Chrome extension



Page Analytics (by Google)

offered by google.com

★★★★★ (337)

[Productivity](#)

451,760 users

+ ADD TO CHROME



OVERVIEW

REVIEWS

SUPPORT

RELATED

g+ 1.1k

The screenshot displays the Page Analytics Chrome extension interface. At the top, there's a header with the extension name and a 'ADD TO CHROME' button. Below this is a navigation bar with 'OVERVIEW', 'REVIEWS', 'SUPPORT', and 'RELATED' tabs. The main content area shows a dashboard with several key metrics: Segments (All Sessions), Pageviews (2,545), Unique Pageviews (2,130), Avg. Time on Page (0:02:27), Bounce Rate (58.64%), and % Exit (53.44%). There are also line graphs for each metric. Below the metrics, there's a section for 'Online Behavior' with a navigation menu (Articles, Guides, Cartoons, Videos, eBooks, About) and several content cards for 'A/B Testing For Mobile Apps', 'Targeting & Segmentation', 'Website Testing & Usability', and 'Web Analytics & Optimization'. At the bottom, there's a search bar and an advertisement section.

By Google

Compatible with your device

The Page Analytics Chrome Extension allows you to see how customers interact with your web pages.

The Page Analytics Chrome Extension allows you to see how customers interact with your web pages, including what they click and don't click. Use these insights to optimize your website layout, improve user experience, and increase conversions. When you view a web page for which you have Google Analytics access, you'll see:

Google Analytics metrics: Pageviews | Unique

Website

Report Abuse

Version: 1.7.0

Updated: 22 October 2014

Size: 763KB

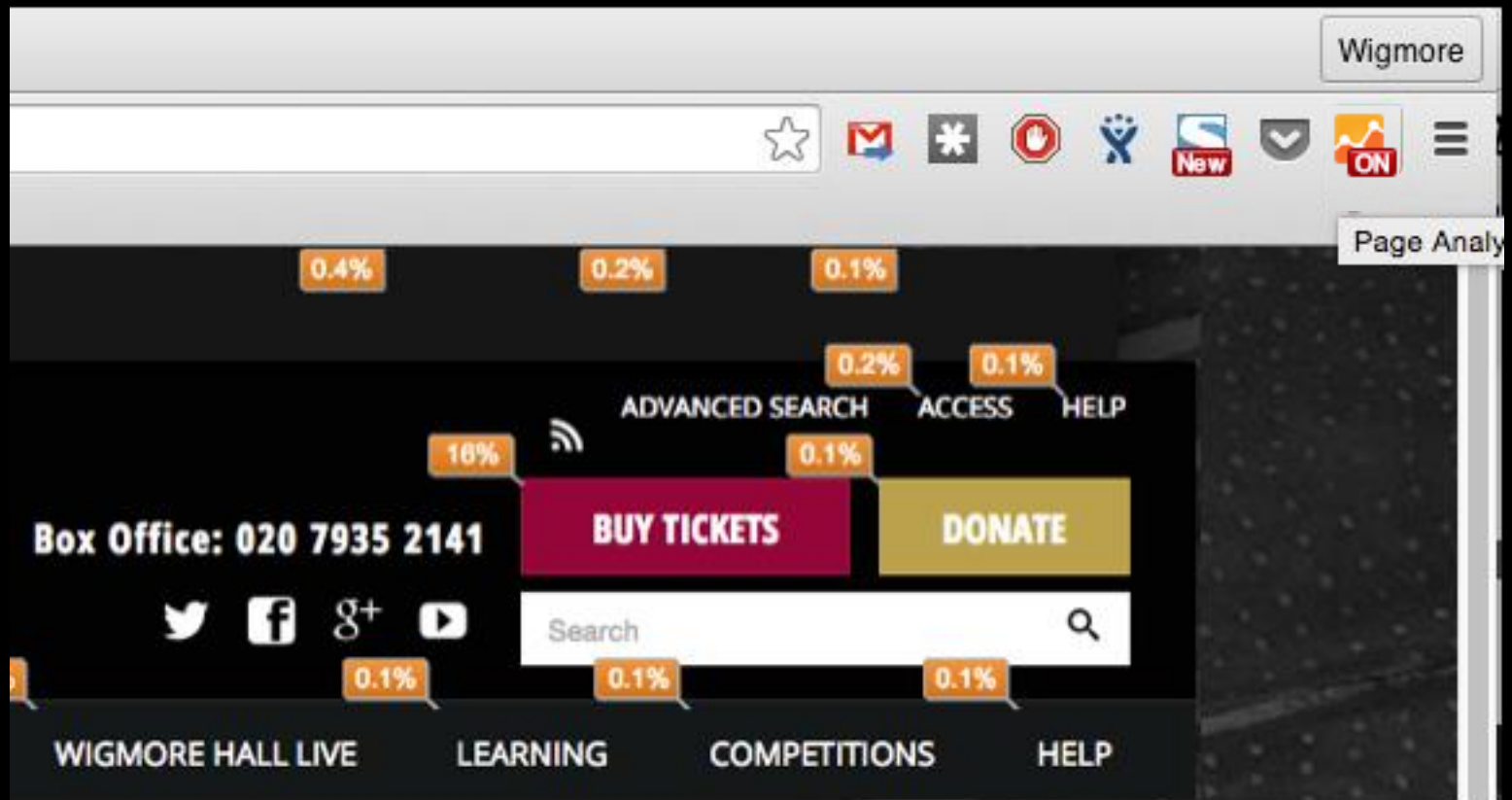
Language: English

WIGMORE

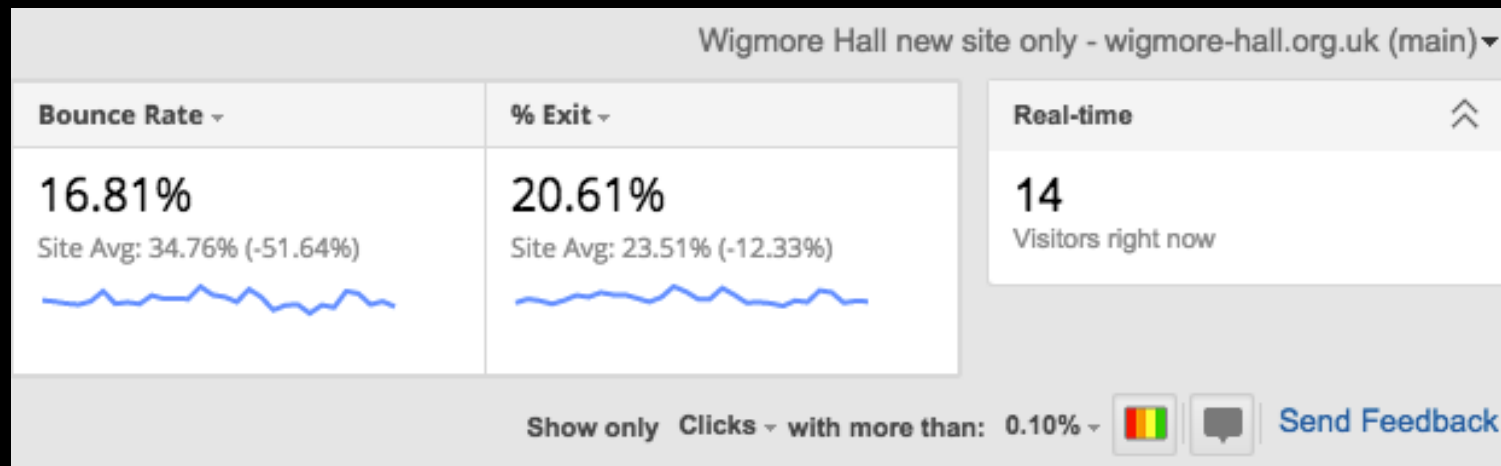
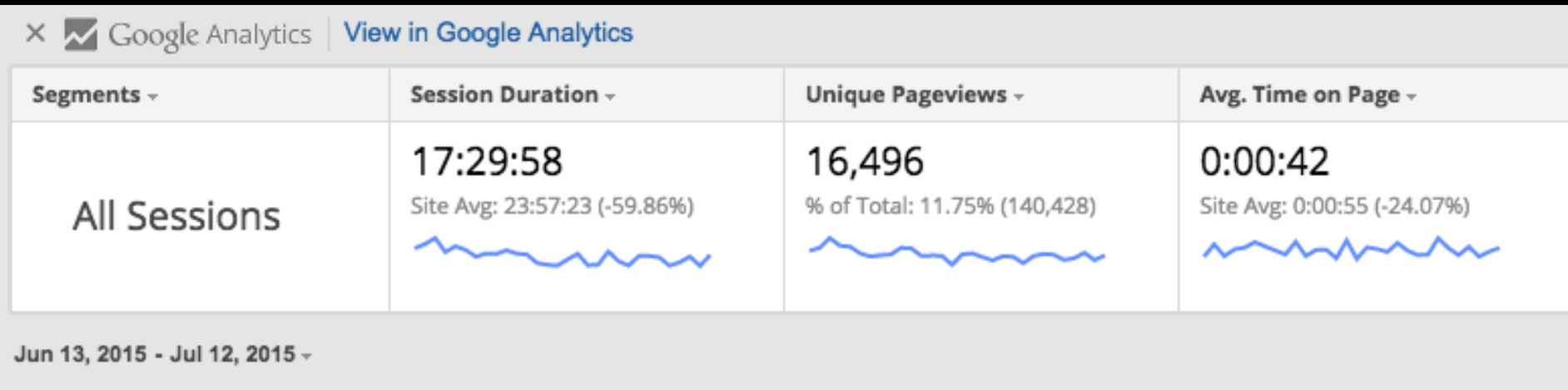


HALL

Page Analytics Chrome extension



Page Analytics Chrome extension

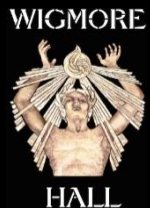
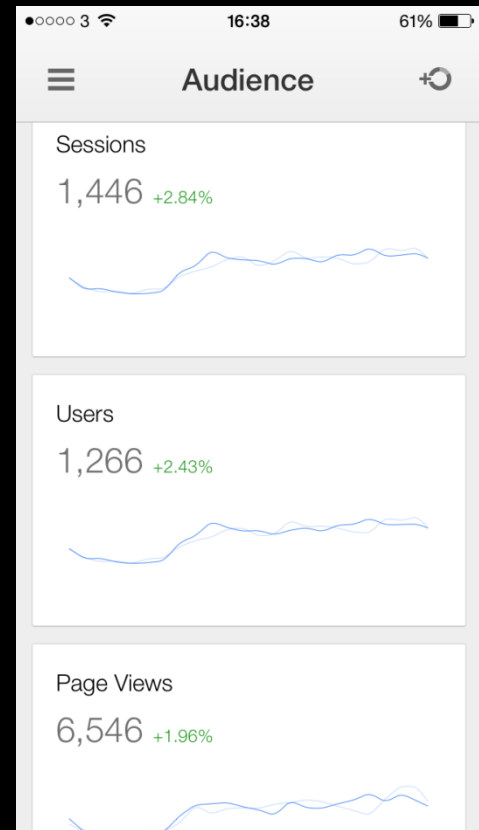
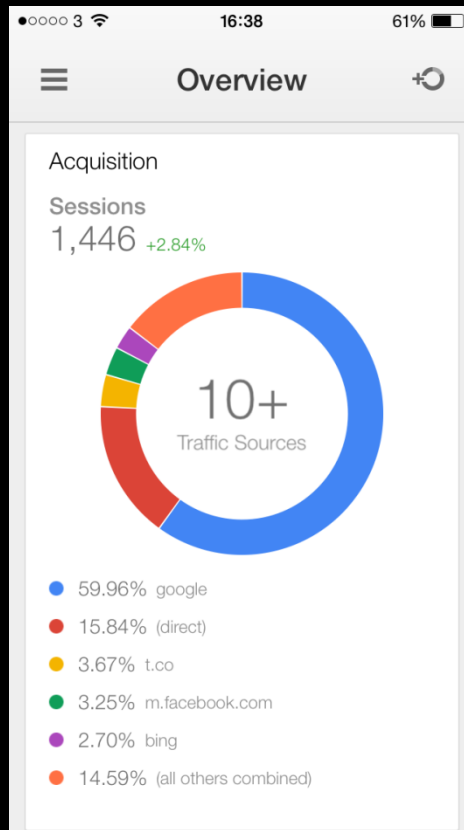
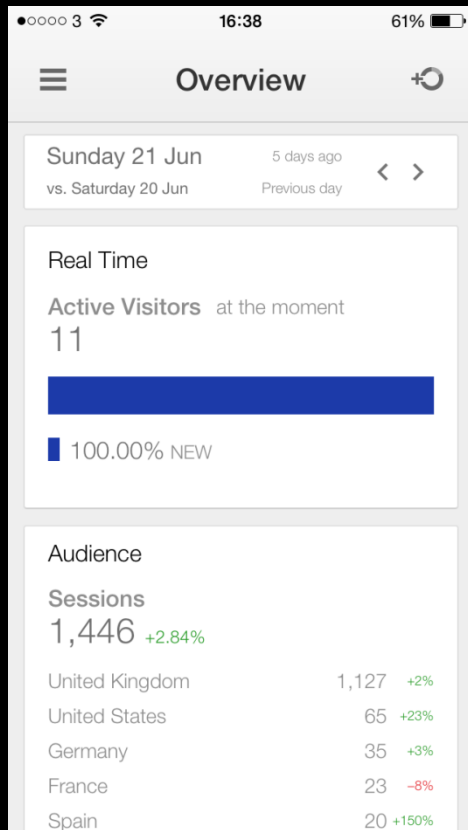


WIGMORE



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Mobile



And that's not all!

- Dashboards – easy
- Reports – also easy
- Sharing – URL for import, email, pdf

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Enhancement management

- We use Atlassian JIRA
 - Benefit
 - Category
 - Required Resources
 - Label / Tag
 - Score

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Conditional Basket Upselling

[Edit](#) [Comment](#) [Assign](#) [More ▾](#) [Start Progress](#) [Resolve Issue](#) [Close Issue](#) [Admin ▾](#)

Details

Type:	+ New Feature	Status:	OPEN (View Workflow)
Priority:	↓ Can Wait	Resolution:	Unresolved
Labels:	upsell		
Benefit:	Raise revenue		
Category:	Business benefit		
Required resources:	External developer		
Score:	70		

Description

Examples:

- If the basket contains a gift membership, show a WHL release of our choosing, or some merchandise in the basket with an easy add function and a lightbox for more details to keep customers on the basket page
 - If the basket contains performance seats and the customer is not a member, show a CTA for memberships
- Note: WH should have full control in the CMS of the items that show, and the conditions under which they show, so that we can shuffle the options around and see what works.

Search

Save as

✓ labels = upsell

Order by ▾

+ WP-91

Logic attached to Order Summary screen

+ WP-39

Conditional Basket Upselling

WP-32

Artist and Composer links - "More by this"

+ WP-26

Basket upselling



Website Project / WP-91

Logic attached to Order

Edit

Comment

Assign

More

Details

Type:

+ New Feature

Priority:

↓ Can Wait

Labels:

marketing upsell

Benefit:

Customer service, Co

Category:

Business benefit

Required resources:

External developer, C

Score:

75

Enhancement management

- Slice and dice

Web Strategy

Save as

Details ★

✓ project = WP AND type not in (Bug) AND status in (Open, "In Progress", Reopened) AND score >= 59 ORDER BY Score DESC

Order by Score ↓

WP-65

Recommended search results

WP-88

Suggested donation

WP-31

Event navigation - Next > and < Previous



Website Project / WP-65

Recommended search results

Edit

Comment

Assign

More ▾

Start Progress

Resolve

Details

Type:

Improvement

Status:

Priority:

Urgent (Admin)

Resolution:

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What's the point?

Web
Enhancements

Marketing Drives

Analytics Tools

Insight & Surprises

Routine Reporting



What's the point?

1. Developers make things hard
2. The 'product' becomes the goal
3. Measurement gets sidelined
4. That sucks

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This might help

1. Collect
2. Analyse
3. Implement
4. Internalise

WIGMORE



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Aligning with the data thing

1. Collect / analyse

- Traffic data
- eCommerce data
- Customer data

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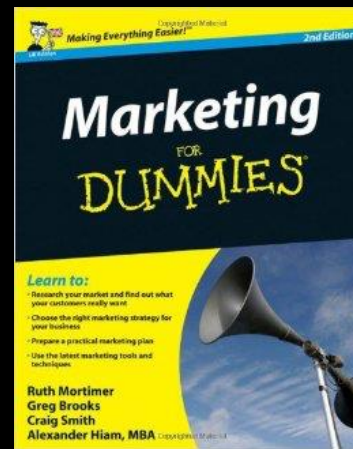
Aligning with the data thing

2. Implement / Internalise

– Marketing 101

- Make a plan
- Pick your segments. A / B them if you can.
- Make Google Analytics reports
- Use global naming conventions
- Plan monitoring, reporting and review in advance





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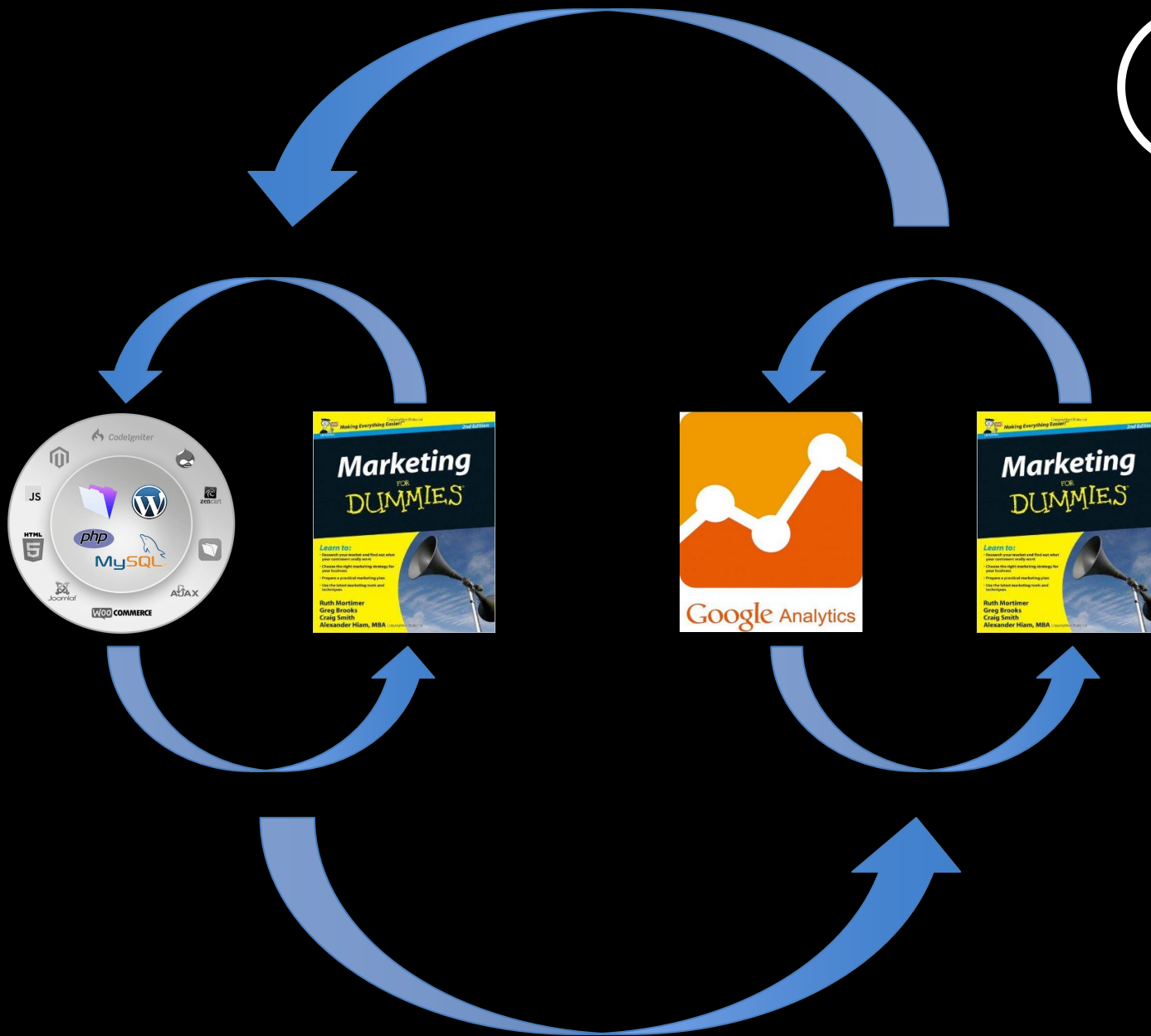
HALL



WIGMORE



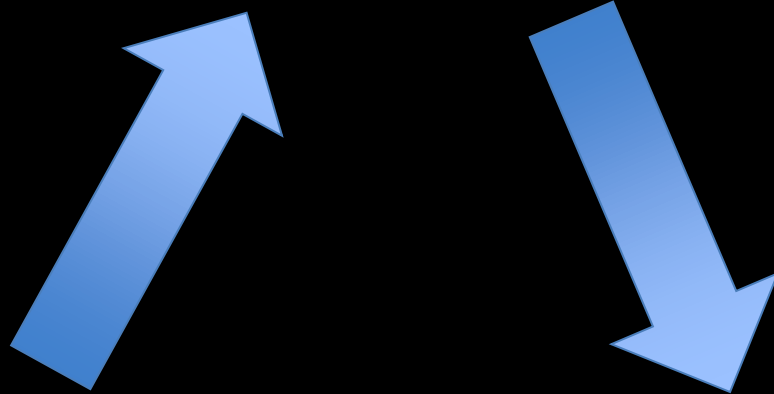
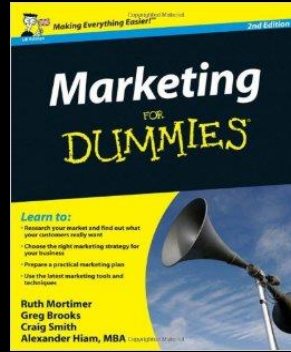
HALL



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HALL



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HALL

Richie Warburton

rwarburton@wigmore-hall.org.uk

020 7258 8258

[@wigmore_hall](https://www.instagram.com/wigmore_hall)

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

QUESTIONS?

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

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

WHAT'S NEXT?

🎯 BREAK 10.30AM – 11AM

You will find refreshments in or near all conference rooms so please help yourself. We suggest that you make your way to your next session and find a drink when you arrive.

🎯 NEXT SESSION : 11AM – 12 NOON

KEYNOTE ADDRESS in the Auditorium at the Royal Concert Hall