

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

E-MARKETING CAMPAIGNS AND STRATEGY

**COMMUNICATION, COMMUNICATION,
COMMUNICATION!**

🎯 PRESENTERS

Sinéad Bevan : Nottingham Playhouse

Charlotte Gross : Scottish Ballet

Harriet Dalton : National Theatre

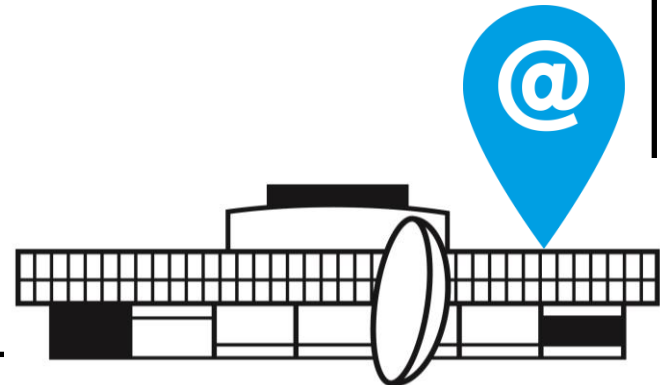
Lindsay Hall : Theatre Royal and Royal Concert Hall

🎯 CONTENT PLANNER

Claire Brown : Theatre Royal and Royal Concert Hall

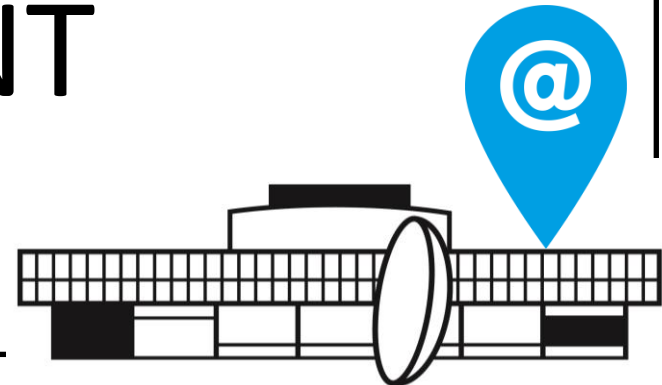
Pre-show and
Post-show
emails

Sinéad Bevan
Marketing Officer

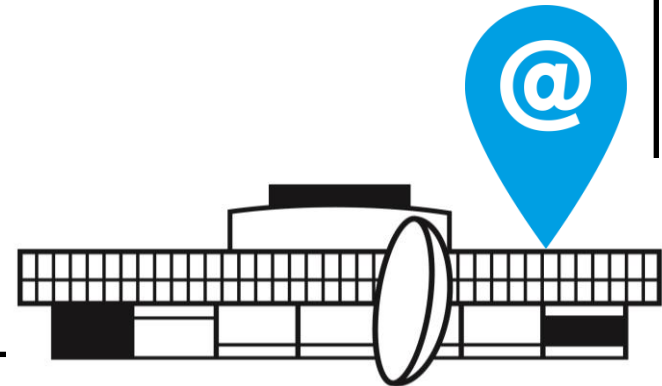


What is the
purpose of our
pre and post-show
emails?

- REACTIVE
- RELEVANT



Let your
audiences
know you
care!



Nottingham Playhouse

Pre-show emails

[Pre-show example](#)

[DOM pre-show example](#)



YOUR VISIT TO NOTTINGHAM PLAYHOUSE



We're looking forward to welcoming you to a performance at Nottingham Playhouse this week. Whether you're coming to see Jeanette Winterson, The Rubenstein Kiss, Ishi-Khan Jackson, Hardeep Singh Koli or Nina Conti, this email should provide you with all the information you need to ensure your visit to Nottingham Playhouse goes smoothly.

If you have any other questions about your booking, please call our friendly Box Office team on 0115 941 9419.



CAST RESTAURANT AND DRUM BAR

Book a table in CAST and try our [Prix Fixé menu](#), grab a snack from [our bar menu](#), or enjoy a drink before the show.

Our Drum Bar will also be open in the lower foyer where we'll have wine, a selection of spirits and boutique beers on offer, including beer of the month Brewdog Punk IPA. Drinks can be taken into the auditorium if in a plastic cup!



TRAFFIC UPDATES

We recommend you aim to arrive at the Playhouse 30 mins before your show starts. Find out about all the latest traffic news via the Nottingham City Council website. [Click here for more info.](#)



BUS TIMETABLES

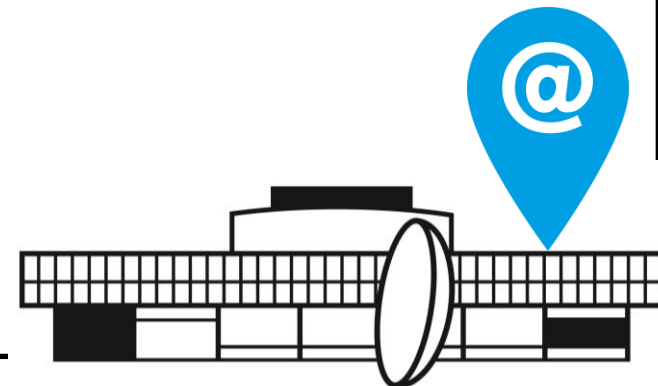
Nottingham Playhouse is easily accessible by bus. Find the latest information from Nottingham City Transport and work out your quickest route to the Playhouse! [Click here for more info.](#)



CAR PARKING

There are on-street parking spaces around the Playhouse and a secure NCP car park on Mount Street. To find out more about parking options nearby, check the Nottingham City Council website. [Click here for more info.](#)

- Inform
- Excite
- Reassure



Nottingham Playhouse

Post-show emails



WHAT DID YOU THINK?

Thank you for recently attending a performance of 1984 at Nottingham Playhouse. We hope you enjoyed the show.

We'd love for you to tell us your thoughts about the show by completing a survey for us, which can be found [here](#).

It will take about 5-10 minutes to complete. If you have a specific point you would like a response to however, please contact Richard Sargay by email at richards@nottinghamplayhouse.co.uk

All completed surveys will be entered into a prize draw to win tickets to a Nottingham Playhouse Theatre Company production. There are ten pairs of tickets to be won!

Thank you for taking the time to feedback.

Kind regards
Richard Sargay
Customer Relations Manager

SPECIAL TICKET OFFER FOR THE RUBENSTEIN KISS!

To say thank you for visiting us last week, we'd like to offer you a great ticket deal for our next show, [The Rubenstein Kiss](#). This searing new production is inspired by the real-life story of Ethel and Julius Rosenberg who were sent to the electric chair in 1953 for allegedly passing US atomic secrets to the Russians.



For the first 5 performances, all seats are available to purchase for the bargain price of just £7. Scroll down to find out how to book!

HOW TO BOOK

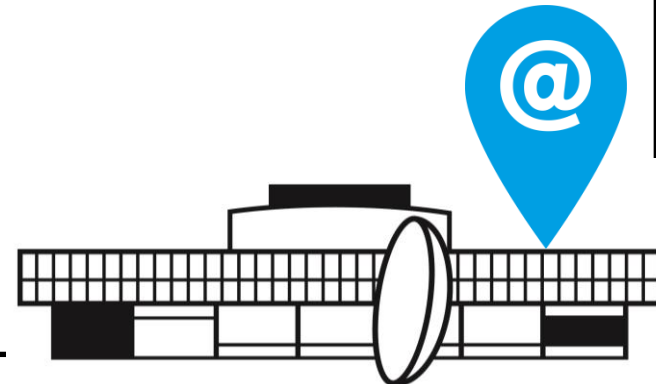
To grab this brilliant offer please call our friendly Box Office team on 0115 941 9419 and quote **NUCLEAR**. Alternatively, enter **NUCLEAR** into the promo code box when booking online using the link below.

Fri 2 Oct	Main House	7:45pm	OFFER £7	BOOK NOW
Sat 3 Oct	Main House	7:45pm	OFFER £7	BOOK NOW
Mon 5 Oct	Main House	7:45pm	OFFER £7	BOOK NOW
Tue 6 Oct	Main House	7:00pm	OFFER £7	BOOK NOW
Wed 7 Oct	Main House	7:45pm	OFFER £7	BOOK NOW

Please note that you should enter the code before selecting your seats.

- Thank
- Question
- Promote

[Post-show email example](#)

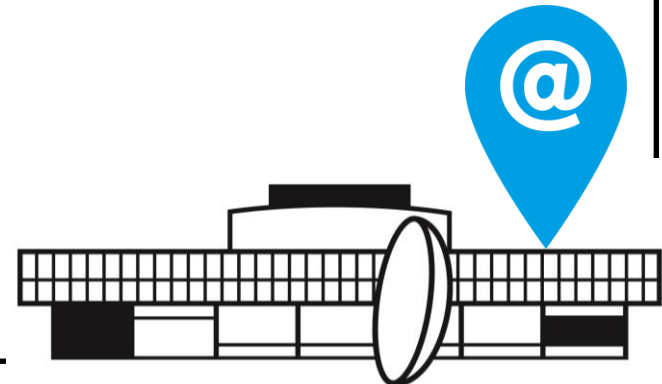


Nottingham Playhouse

Open and click rates

Industry	Open	Click	Soft Bounce	Hard Bounce	Abuse	Unsub
Entertainment and Events Industry	21.48%	2.42%	0.56%	0.46%	0.03%	0.26%
Nottingham Playhouse Pre-show	73.23%	10.8%	-	-	-	0.0%
Nottingham Playhouse Post-show	57.7%	26.38 %	-	-	-	0.0%

* since w/c 24 August 2015



Nottingham Playhouse

Great content



See the *As You Like It* company in *Hamlet*

You've just enjoyed Alex Waldmann as Orlando and Pippa Nixon as Rosalind in *As You Like It*, now see them take on the roles of Horatio and Ophelia in Shakespeare's gripping psychological thriller *Hamlet*.

Watch Trailer

With the same ensemble of actors as *As You Like It* and Jonathan Slinger in the title role, *Hamlet* has received standing ovations and praise from both critics and audiences.



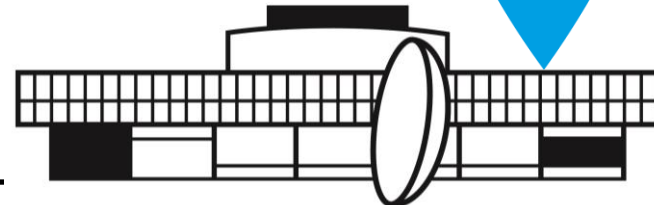
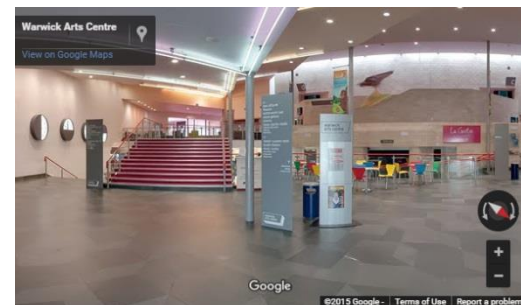
I just made a donation. Find out how you can at blood.co.uk



Social Media Badge

Talking about your donation experiences is a great way to raise awareness of blood donation. Click here to share your recent donation with friends and family.

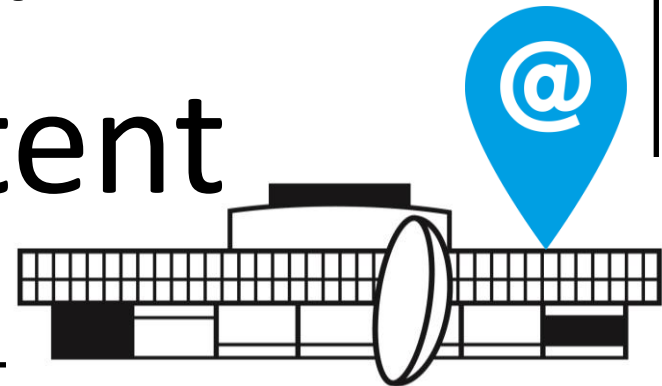
» Share now



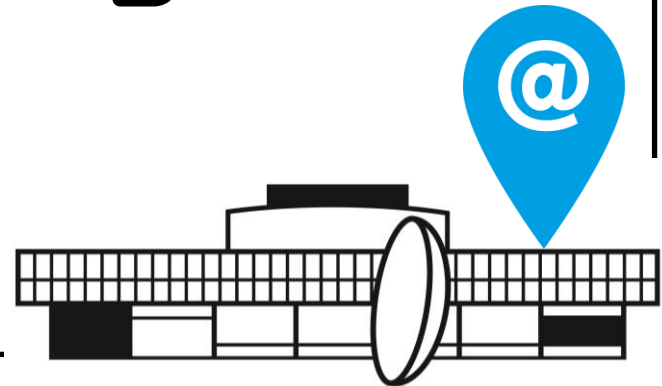
Nottingham Playhouse

An exclusive, highly
engaged social
network!

- Triggered
- Tailored
- Great content



Thank you
for
listening!



SCOTTISH BALLET

**BUILDING A RELATIONSHIP
WITH AN AUDIENCE**

SCOTTISH BALLET
CINDERELLA

Choreographed by
Christopher Hampson

Music by
Sergel Prokofiev

Edinburgh Festival Theatre 5-31 Dec 2015 0131 529 6000 edtheatre.com	Glasgow Theatre Royal 12-18 Jan 2016 0844 8717647 atgickets.com/glasgow	Aberdeen His Majesty's Theatre 20-23 Jan 2016 01234 641122 aberdeenperformingarts.com	Inverness Eden Court 27-30 Jan 2016 01463 234 234 eden-court.co.uk	Belfast Grand Opera House 3-5 Feb 2016 028 9024 1919 goh.co.uk
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THE SCOTTISH BALLET
www.scottishballet.com

SCOTTISH BALLET
AUTUMN SEASON 2015

Javier de Frutos
Elsa Canasta

Bryan Arias
Motion of Displacement

Incredible dance.
Inspiring music.

Glasgow Theatre Royal 24-26 Sep 2015 0844 871 7647 atgickets.com/glasgow	Edinburgh Festival Theatre 29-30 Sep 2015 0131 529 6000 edtheatre.com	Inverness Eden Court 2-3 Oct 2015 01463 234 234 eden-court.co.uk	Aberdeen His Majesty's Theatre 9-10 Oct 2015 01234 641122 aberdeenperformingarts.com
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SCOTTISH BALLET

SWAN LAKE

CHOREOGRAPHY BY DAVID DAWSON
MUSIC BY PYOTR ILYICH TCHAIKOVSKY

GLASGOW THEATRE ROYAL
Tue 30-Sat 23 April 2016
0844 871 7647 | atgickets.com/glasgow

ABERDEEN HIS MAJESTY'S THEATRE
Wed 27-Sat 30 April 2016
01234 641122 | aberdeenperformingarts.com

INVERNESS EDEN COURT
Wed 4-Sat 7 May 2016
01463 234 234 | eden-court.co.uk

NEWCASTLE THEATRE ROYAL
Wed 16-Sat 19 May 2016
02463 312121 | theatreroyal.co.uk

EDINBURGH FESTIVAL THEATRE
Wed 23-Sat 26 May 2016
0131 529 6000 | edtheatre.com

LIVERPOOL EMPIRE THEATRE
Wed 1-Sat 4 June 2016
0844 871 2017 | atgickets.com/liverpool

Team

Marketing and Communications



Head of
Marketing and
Communications

Charlotte
Gross
[email](#)



Head of
Marketing and
Corporate
Sponsorship

Kirsten
Cockburn
[email](#)



Marketing
Officer
Clare
Campbell
[email](#)



Marketing and
Communications
Designer

Eve
McConnachie
[email](#)



Communications
Officer

Carrie
McAdam
[email](#)



Marketing and
Communications
Editor

Christina Riley
[email](#)

New bookers

Average 50%

Readiness to receive

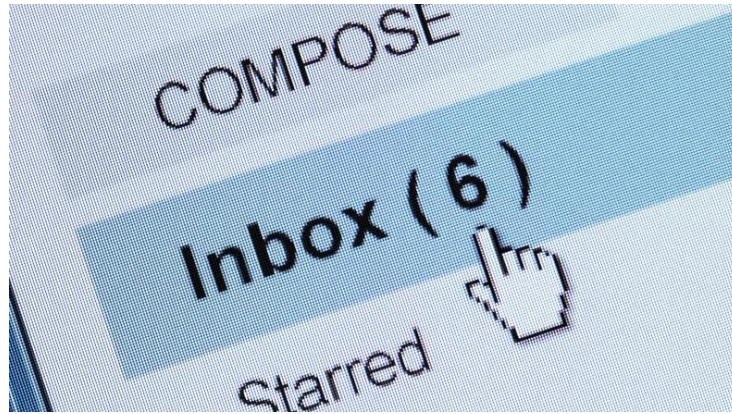
- Context
- Relevance
- Anticipation

Assessing the intrinsic impacts of a live performance
Alan Brown

Often the only preparation that people have when going to events, is the marketing copy.



Customer
Relationship
Management





innocent

October 2 at 10:59am · Edited · 🌐

We're not supposed to take the 4th floor stapler off the 4th floor. So we took it scuba diving. (This is getting well and truly out of hand now)



innocent

October 7 at 10:00am · 🌐

You're probably not on Facebook to see a sponsored post from us, but we think the Big Knit is worth shouting about. Please knit a little hat and help us raise £200,000 for Age UK.



Tutu's company

- https://youtu.be/TYgB_nx1iWE
- <https://youtu.be/jODunl5n1Eg>
- <https://youtu.be/nu8FskFaRTg>

- Done slightly more professionally...

<https://www.youtube.com/watch?v=4FLTNUYAgGg>

SCOTTISH BALLET

HEALTH & FITNESS

▶ ⏩ 🔊 0:22 / 18:08 ⚙️ 📺 🗨️



Analytics

Video Manager

Scottish Ballet Health and Fitness Episode 1: Core De Bal



Scottish Ballet

⚙️ Channel settings

165,056

+ Add to ↪ Share ⋮ More

👍 1,133 🗨️ 25



▶ ⏩ 🔊 6:24 / 18:10 ⚙️ 📺 🗉

✍️ 🎨 🎵 💬 ⓘ CC

Analytics Video Manager

Scottish Ballet: Snow Queen M.A.C Make-Up Tutorial



Scottish Ballet

⚙️ Channel settings

16,984

+ Add to ↪️ Share ⋮ More

👍 159 🗨️ 4



Analytics Video Manager

Scottish Ballet: Webcast from Company class - 10th Marc



Scottish Ballet

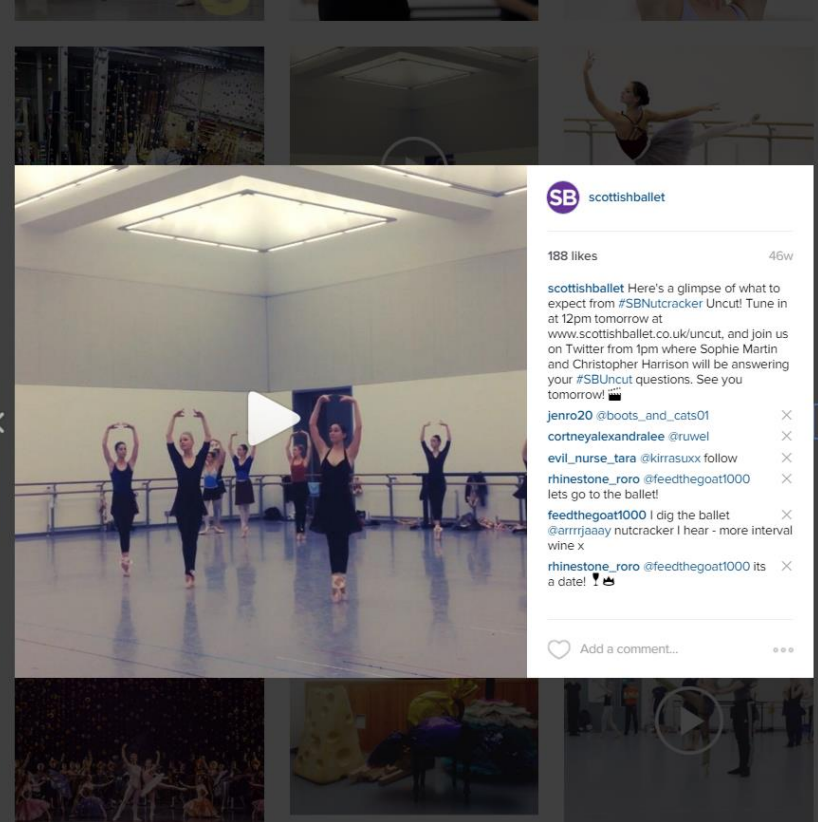
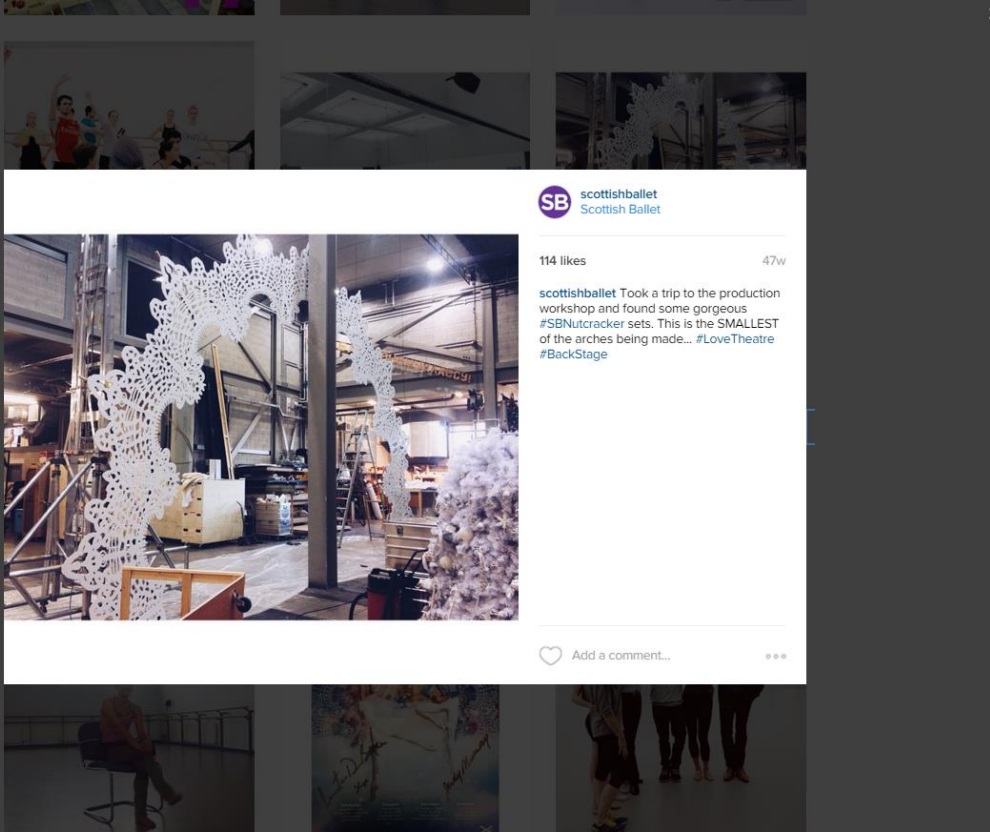
⚙ Channel settings

77,643

+ Add to ↪ Share ⋮ More

👍 154 🗨 14

Instagram



Twitter



See the journey of the talented young dancers performing in [#SBNutcracker](#) in our new film, The Nutcracker Children ow.ly/HrvPd



Scottish Ballet: The Nutcracker Children
Watch the journey of the talented children who perform in Peter Darrell's The Nutcracker, from rehearsals to the fittings of their individual dresses and mou...

[View on web](#)

RETWEETS 6 FAVORITES 9

11:30 AM - 17 Jan 2015



Reply to @scottishballet

Louise Guy @Weeguy40 - Jan 21
[@scottishballet](#) will you be releasing a DVD of the show?

Gilbo Baggins @GillianLyn_W - Jan 17
[@leigh_robinson7](#) aww I loved their wee tails! 🐾 x



NEW! Scottish Ballet: The Making of Peter Darrell's The Nutcracker youtu.be/6w8WxD7iBm4?li... [#SBNutcracker](#)



Scottish Ballet: The Making of Peter Darrell's The Nutcracker
Go behind-the-scenes of Peter Darrell's The Nutcracker, with insights from Artistic Director Christopher Hampson, Head of Wardrobe Caro Harkness and Producti...

[View on web](#)

RETWEETS 11 FAVORITES 11

5:00 PM - 23 Dec 2014



Reply to @scottishballet



LOVE these ice sculptures from our [#SBNutcracker](#) Fun Pack. Keep sending in your photos! scottishballet.co.uk/funpack



RETWEET 1 FAVORITE 1

2:03 PM - 12 Nov 2014



Reply to @scottishballet

Facebook



SB Scottish Ballet
FIRST LOOK at rehearsals for #SBNutcracker in the Peter Darrell Studio. Feeling festive yet?
Like · Comment · Turn off Notifications · Share · Edit · Feature this video · 5 November 2014

Pascal Johnson, Eado Turgeman, Ellie Munro and 326 others like this.

95 shares

SB Write a comment...

Published by Christina Marie Riley [?] · Shared with: Public · 12,594 Views

Add location · Change date

Download HD · Download SD

SB Scottish Ballet added 4 new photos to the album: The Nutcracker on tour.
Published by Christina Marie Riley [?] · 18 December 2014 ·

Take a look at photographs from our dancers and team as The Nutcracker tours to Edinburgh, Glasgow, Aberdeen, Inverness and Newcastle!
www.scottishballet.co.uk/thenutcracker

4,586 people reached **Boost Post**

Like · Comment · Share

Eado Turgeman, Lisa Sinclair, Antonia Brownlee and 482 others like this. **Top Comments - this.**

36 shares

SB Write a comment...



Thank you for booking Scottish Ballet's *The Nutcracker*

We've put together some information, photos and films so you can find out more about Peter Darrell's *The Nutcracker* before you take your seat at Theatre Royal, Glasgow.

Let us know that you're coming along on social media with the hashtag #SBNutcracker and you could win tickets to spring's production of *A Streetcar Named Desire*!

[Venue information](#) | [Photos and films](#) | [Glasgow casting](#)

THE STORY



The Colonel and his wife are giving a party on Christmas Eve for their children, Clara and Fritz. Friends and family arrive, including the children's uncle and eccentric old aunts. Soon the room is filled with delighted faces as the Christmas tree is revealed and the children receive their presents. However, the mood is suddenly transformed with the arrival of a mysterious magician, Drosselmeyer. With him are three entertainers that have come to the party to perform for the children.

[Read the full synopsis](#)

IPAD APP



Go behind-the-scenes of *The Nutcracker* before you take your seat at the theatre by downloading our completely free Newsstand App for iPad packed with exclusive articles, photo galleries, games and more.

[Download now](#)

THE MUSIC



Pyotr Ilyich Tchaikovsky's music for *The Nutcracker* is undoubtedly one of the most iconic and cherished of all ballet scores.

From the grand sounds of the Decoration of the Christmas Tree to the energetic Trepak (Russian Dance) and the famous Dance of the Sugar Plum Fairy, each one is sure to bring back magical Christmas memories!

[Listen to the music of The Nutcracker](#)

CASTING



Take a look at the full day-by-day casting for Glasgow to find out who you'll be seeing as the Nutcracker Prince, the Sugar Plum Fairy and more when you see *The Nutcracker* on stage.

[Glasgow casting](#)



PHOTOS & FILMS

Look through [rehearsal galleries](#) and see Lez Brotherston's fantastical designs come to life in our [costume gallery](#).

Bit back with *The Nutcracker* film - discover *The Making Of The Nutcracker* with insights from Christopher Hampson (Artistic Director), Carl Harkness (Head of Wardrobe) and Tim Palmer (Production Manager) see the journey of *The Nutcracker* from the studio to the stage in *Unout*, the creation of the spectacular sets in *Creating the Land of Sweets* and

Pre-show e-mail stats



Email ▾

Subscribers ▾

Reporting ▾

The Nutcracker Pre Show - Glasgow

Delivered to 1,485. Active since 06/01/2015 17:13:17 [Details](#) | [Preview](#) |

Overview

Opens

Clicks

Unsubscribes

Hard bounces

Soft bounces

Sharing

Email clients

Overview

1,485
delivered

Sent to 1,527

55.29%

unique open rate
Your average: 46.72%

821 unique opens
 (2,489 total opens)

28.82%

unique click rate
Your average: 16.03%

428 unique clicks
 (754 total clicks)

0.07%

unsubscribe rate
Your average: 0.18%

1 opt-outs
 0 abuse complaints

1.05%

hard bounce rate
Your average: 0.8%

16 hard bounces

1.7%

soft bounce rate
Your average: 1.22%

26 soft bounces



We hope you enjoyed Scottish Ballet's *The Nutcracker*

We'd love to hear what you thought of the show! Send your feedback to feedback2@scottishballet.co.uk, or via [Twitter](#) or [Facebook](#).

Be the first to hear about upcoming tours and more! [Click here to sign up to our monthly e-newsletter](#) for exclusive updates, competitions and backstage stories, and remember to follow us on [Twitter](#), [Facebook](#) and [Instagram](#) for daily insights to Scottish Ballet.

[View galleries](#) | [What's coming up](#) | [Watch films](#)



A WORD FROM OUR ARTISTIC DIRECTOR

"Bringing back Peter Dorell's *The Nutcracker* means so much to us at Scottish Ballet, and judging by the wonderful reactions of our audiences it has been a memorable experience for first timers and those that remember the original production. We hope you've enjoyed being part of this very exciting time for the Company. Thank you for coming to see the performance and your continuing support, we hope to see you soon at another Scottish Ballet production in future." - Christopher Hampson



NEXT IN EDINBURGH... *A STREETCAR NAMED DESIRE*

Next spring Scottish Ballet returns to Edinburgh with its award-winning audience favourite *A Streetcar Named Desire*.

Festival Theatre
Wed 18 - Sat 21 Mar 2015
Box Office 0131 529 5000*
[Read more and book online](#)

CINDERELLA



Next winter discover the enchanted, magical world of Christopher Hampson's *Cinderella*. Originally created for the Royal New Zealand Ballet in 2007, Scottish Ballet will present the European premiere of a most beloved fairy tale.

[Read more](#)

GALLERIES



Relive the magic of *The Nutcracker* in our production gallery, from the lavish Victorian party scene to the snowglobe-like Land of Ice and Snow and the vibrant Land of Sweets.

[View galleries](#)

COSTUME APPEAL



OUR DANCERS



Post show e-mail stats

The Nutcracker Post Show - Glasgow

Delivered to 1,503. Active since 13/01/2015 14:29:44 [Details](#) | [Preview](#) | 

Overview

Opens

Clicks

Unsubscribes

Hard bounces

Soft bounces

Sharing

Email clients

Overview

1,503
delivered

Sent to 1,530

42.91%

unique open rate
Your average: 46.72%

 **645** unique opens
 (1,254 total opens)



13.91%

unique click rate
Your average: 16.03%

 **209** unique clicks
 (277 total clicks)

0.33%

unsubscribe rate
Your average: 0.18%

 **5** opt-outs
 **0** abuse complaints

0%

hard bounce rate
Your average: 0.8%

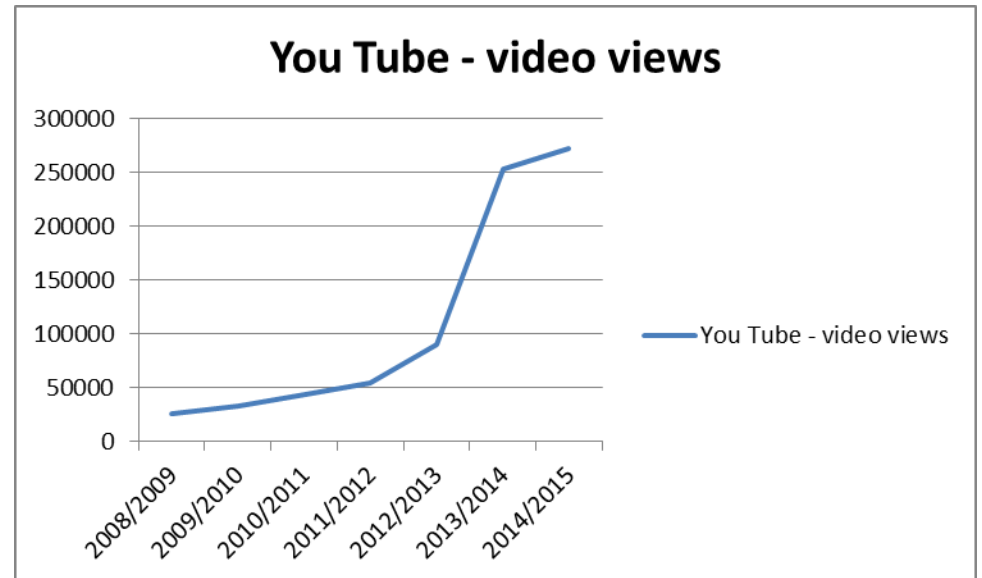
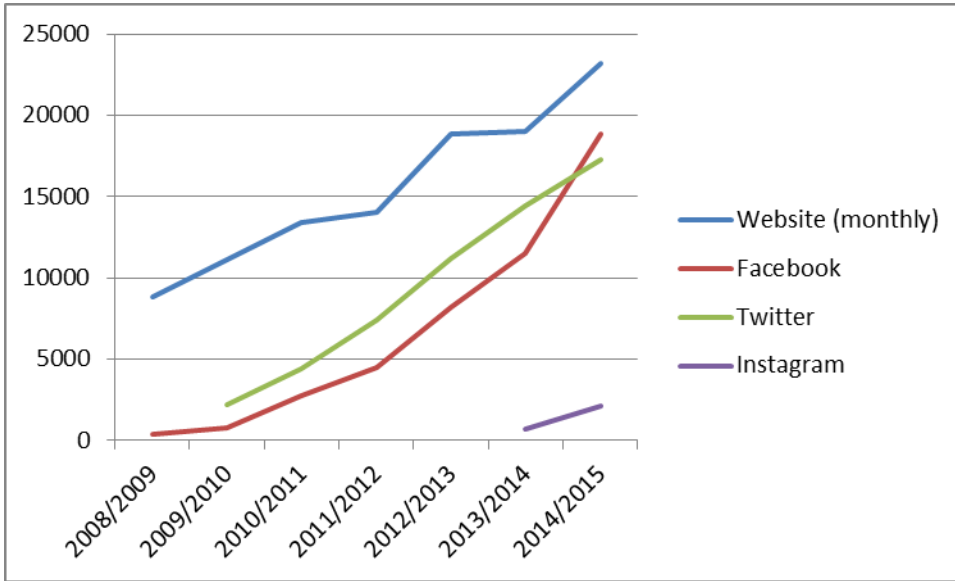
 **0** hard bounces

1.76%

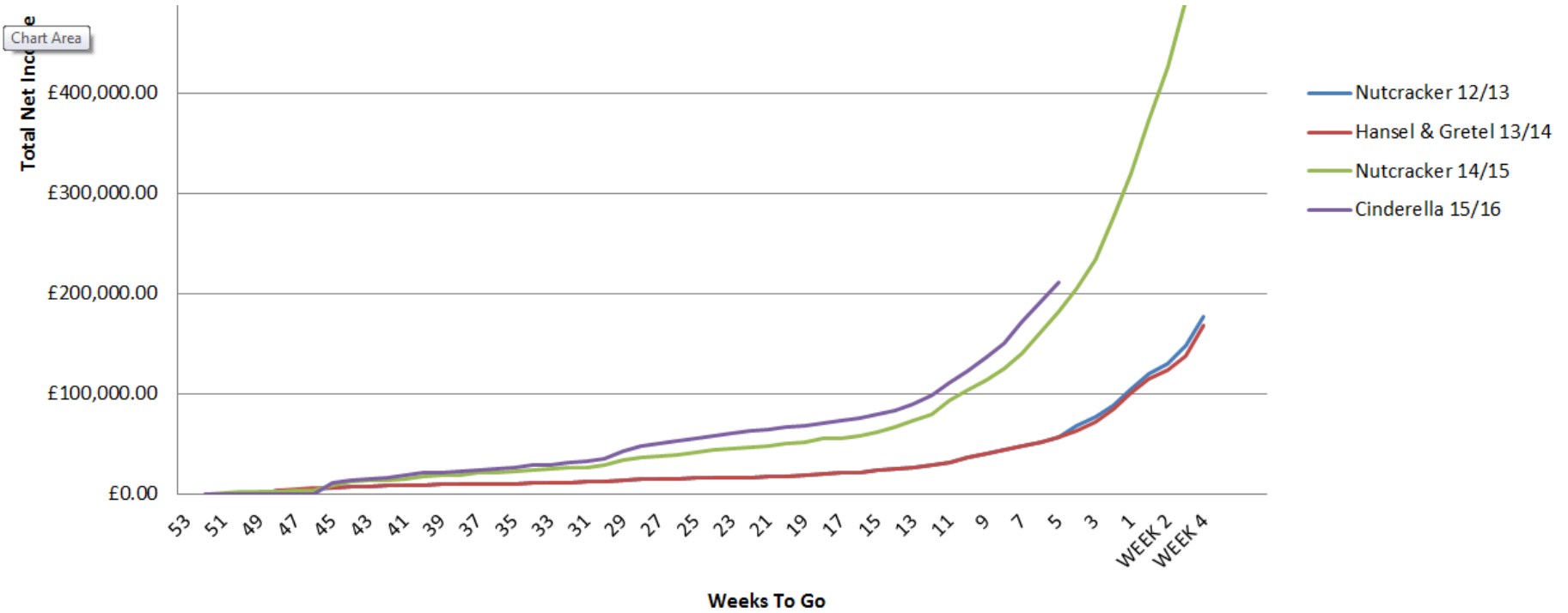
soft bounce rate
Your average: 1.22%

 **27** soft bounces

Online stats



Sales stats



Learning outcomes

- Try
- Learn
- Measure
- Change

SCOTTISH BALLET

**National
Theatre**

Putting audiences first

**Harriet Dalton, CRM Marketing Manager
National Theatre**



About the National Theatre

The NT each year

4 Auditoria

24 productions

987 performances

700,000 tickets issued – 90% capacity

The NT elsewhere

710,000 tickets sold in the West End

720,000 tickets UK Touring

775,000 tickets International productions and touring

1.2m tickets NT Live

Email Mantras

A central funnel for e-comms to our database

Guide customers into potential journeys

Use data insight to make it targeted and relevant

Overview

Right Customer

It starts with the database

Right Message

Identifying email strands

Right Time

Customer calendar

Right Customer

It starts with the database

Managing the database

- Clean-up records
- Establish categories
- Find a universal language

NT Database Categories

Categories			
Audience Development Strands	- Younger Audience - New to NT		
Segmentation	- Intellectual Drama - Entertainment And Family -Edgy and Topical		

NT Database Categories

Categories	Types		
Audience Development Strands <ul style="list-style-type: none"> - Younger Audience - New to NT 	Recency	Membership	Active Booking
Segmentation <ul style="list-style-type: none"> - Intellectual Drama - Entertainment And Family -Edgy and Topical 			

Right Message

Identifying email strands

Group email into strands

- By email delivery
 - Scheduled
 - Ad-hoc
 - Reactionary
- What has been promised

The NT Marketing Email Strands

Ad-hoc	Audience
	Campaign
Scheduled	NT News
Reactionary	Enhanced Experience

Audience

Incentive driven messaging

Exclusive Offer
£20 stage side seats

National Theatre

Husbands & Sons exclusive ticket access



Be up close to the action with £20 stage-side seats

Seats have just been released for upcoming sold-out performances of our highly-anticipated new production of *Husbands & Sons*, opening next Monday in the Dorfman Theatre.

To access these tickets, use the link below and enter promocode STAGE20 before selecting your chosen performance. This is valid for performances 19 October - 28 December.

Husbands & Sons interweaves three of DH Lawrence's greatest dramas and plays them simultaneously. With an inventive new staging by **Bunny Christie**, and **Anne-Marie Duff** returning to the National to play the lead character Lizzie Holroyd, this is a must-see this autumn.

[Book now](#)

The cast in rehearsal



Campaign


Targeted Segments

Press quotes

Strong casting

National Theatre

Final weeks – *Three Days in the Country*



★★★★★
'Ruefully funny'
The Times


★★★★★
'A masterly piece of work'
Financial Times

★★★★★
'A triumph'
Independent

'Impressive. Some phenomenal acting – **Mark Gatiss** is perfect, **Amanda Drew** is splendid, **John Simm** is astonishing'
Time Out


Don't miss your chance to see Patrick Marber's new version of Turgenev's passionate, moving comedy.

Find out more




'Memorably vivid'

See the production brought to life onstage.
[Watch trailer](#)



Love and comedy

Hear from the cast and Patrick Marber on the summer setting, unrequited love and comedy.
[Watch the interviews](#)



Ask Mark Gatiss

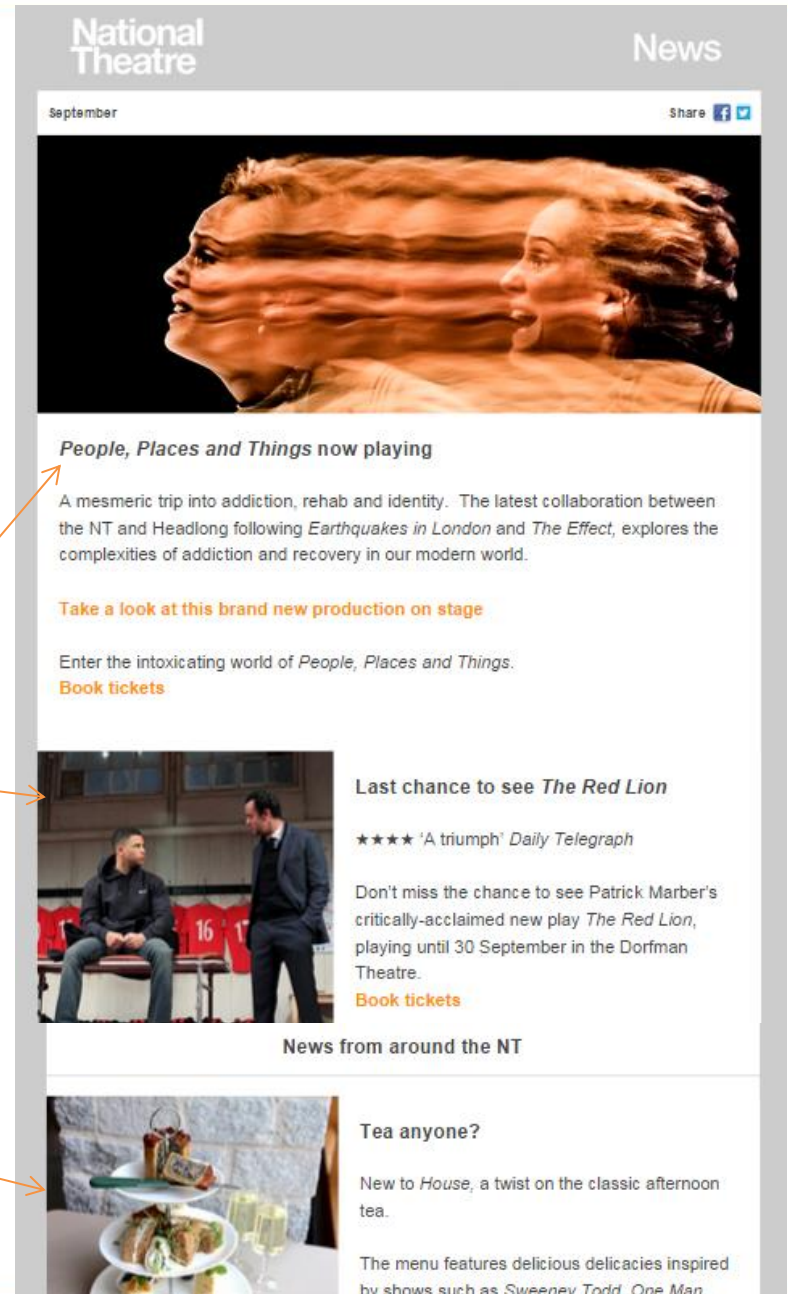
Dr. Shpigelsky, aka Mark Gatiss, will be in session in our Twitter Q&A on Thu 1 Oct. Send in questions using #AskDrS.
[Tweet a question in advance](#)

NT News

Different versions based on segments

Production matched to booking history

Rule driven items



The screenshot shows the National Theatre News page. At the top, it says 'National Theatre' and 'News'. Below that, it says 'September' and 'Share' with social media icons. The main content area features three articles:

- People, Places and Things now playing**
A mesmeric trip into addiction, rehab and identity. The latest collaboration between the NT and Headlong following *Earthquakes in London* and *The Effect*, explores the complexities of addiction and recovery in our modern world.
Take a look at this brand new production on stage
Enter the intoxicating world of *People, Places and Things*.
Book tickets
- Last chance to see *The Red Lion***
★★★★ 'A triumph' *Daily Telegraph*
Don't miss the chance to see Patrick Marber's critically-acclaimed new play *The Red Lion*, playing until 30 September in the Dorfman Theatre.
Book tickets
- News from around the NT**
Tea anyone?
New to *House*, a twist on the classic afternoon tea.
The menu features delicious delicacies inspired by shows such as *Sweeney Todd*, *One Man*.

Enhanced Experience

Booked to attend a future performance

Production booked
Highlight talks and events

Increase ancillary spend

Dear %%SALUTATION%%,

We look forward to welcoming you to the National Theatre in a few weeks time. [Login to MyNT to view details of your booking.](#)

Here are some ideas to make the most of your trip.

About the production



Jane Eyre #NTjaneeyre
Lyttelton Theatre [Running time](#)

Special Talks and Events

Hear from the creative team and explore the production's themes. [View programme](#)

Programme and playtext available

Available from the [NT Bookshop](#)

Plan your visit



Dine at House

Situated at the heart of the National, *House* serves a menu of simple classic dishes in a refined and elegant space.

Typical dishes include *Home smoked salmon with baby artichokes, tomato and herb vinaigrette* and *Praline hazelnut éclair with praline ice cream*. [View current menu](#)

Add a 2-course meal for £22. [Reserve a table](#)



[Explore backstage](#)

Right Time

Customer calendar

**National
Theatre**

Thank you

**Upper Ground,
London
SE1 9PX**

Harriet Dalton, CRM Marketing Manager
hdalton@nationaltheatre.org.uk

THEATRE ROYAL CONCERT HALL

SPLIT TESTING



- ▶ Adjoined receiving house venues
- ▶ Began using Tessitura in 2011
- ▶ Part of Ticketing Network East Midlands (TNEM)
- ▶ **THEATRE ROYAL**
 - 1,100 seat capacity
 - 40–50 shows per year (approx.)
 - It's our 150th birthday year
- ▶ **ROYAL CONCERT HALL**
 - 2,500 seat capacity
 - 150 shows per year (approx.)
 - Celebrated 30th birthday in 2012



Why split testing?

- ▶ Improve effectiveness of campaigns
- ▶ Assist with decision making of future campaigns
- ▶ Identify which strategies work best for each audience or genre of show



So far, we've tried....

▶ **TEXT-HEAVY VS. IMAGE-HEAVY EFLYERS**

- Results = similar open rates, image based received higher click through rate, but text versions generate more income

▶ **LETTERS VS. POSTCARD FORMATS**

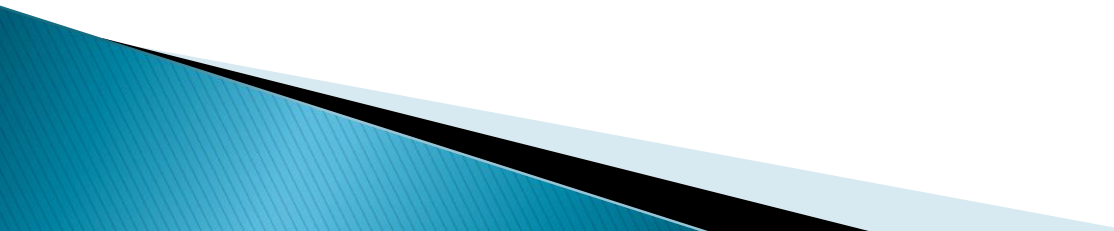
- Result = minimal difference in total income generated from each

and....

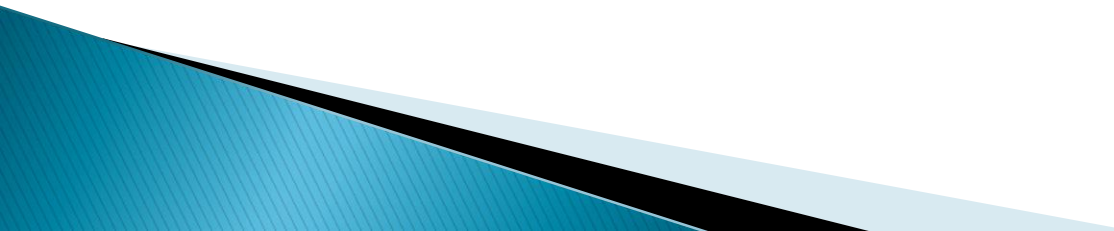
▶ MOBILE OPTIMISED EMAIL TEMPLATES

- Converted all templates in Nov 2014 to be compatible with mobile devices.
- Mobile friendly buttons rather than hyperlinked text
- Average open rates
 - 56% desktop vs. 44% mobile – pre-optimised
 - 37% desktop vs. 63% mobile – post-optimised
- Average click through rates
 - 59% desktop vs. 41% mobile – pre – optimised
 - 44% desktop vs. 56% mobile – post-optimised

We want to do more...

- ▶ Team up to full strength = more time
 - ▶ More awareness venue-wide of the importance of testing & evaluation
 - ▶ Creation of guidance/templates – possibly by genre?
- 

We want to do more...

- ▶ More staffing resource
 - ▶ More awareness venue-wide of the importance of testing & evaluation
 - ▶ Creation of guidance/templates – possibly by genre?
- 

**But we're not sure
where to start?**

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?

🎯 LUNCH! 1.15PM – 2.05PM

Lunch will be served in the Royal Suite at the Crowne Plaza Hotel. Access is on the lower level off reception.

🎯 NEXT SESSION : 2.05PM – 3.05PM