



Email marketing report

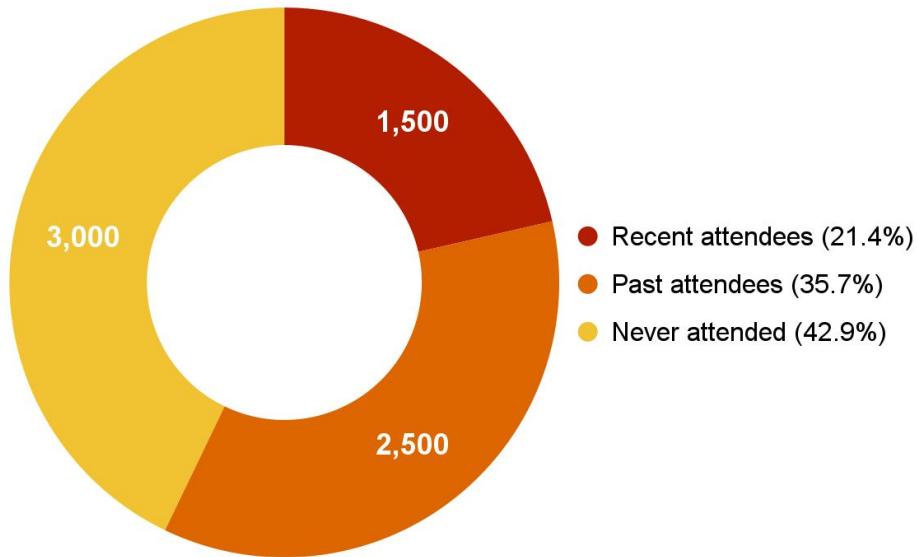
Overall marketing goal

Our goal is to increase summer season ticket sales by 10% over last year's numbers through a combination of targeted paid, social, and email marketing campaigns.

Email marketing goal

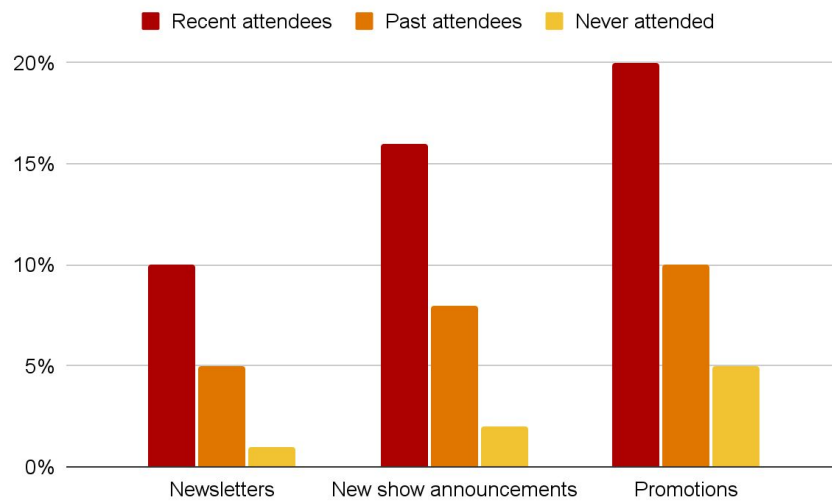
- To support the overall goal of selling more tickets, we want to raise open rates and click-to-open rates for campaign emails.
- We want to know:
 - **What types of emails have performed the best with different subscriber segments in the past?**
 - **What types of email content should we prioritize for each segment in our new campaign?**

Email subscriber segments



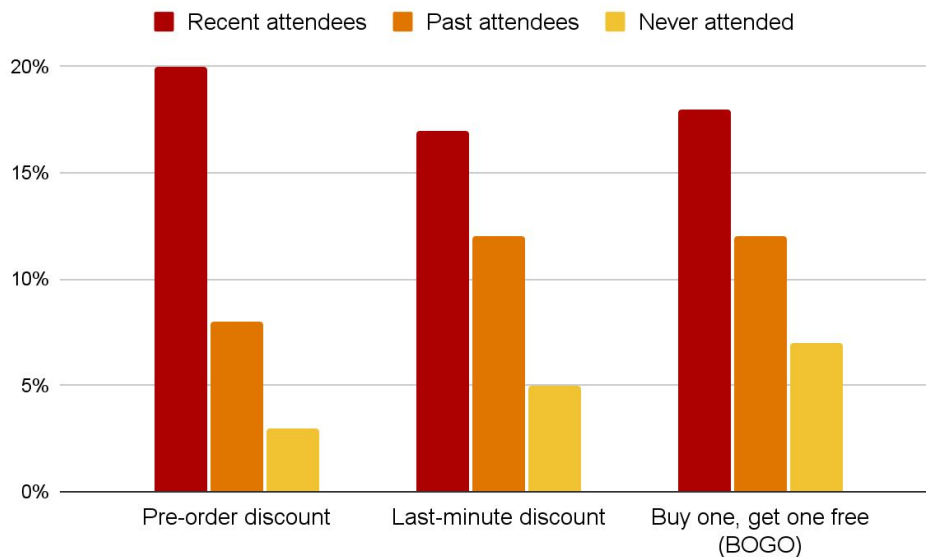
Summary: We want to increase engagement with campaign emails across all segments because recent attendees make up only about one fifth of our subscriber list. Past attendees and subscribers who have never attended a performance make up **over three quarters of our email list**. In order to reach our overall goal of a 10% increase in attendance, we need to engage these segments more effectively.

Open rates by email category



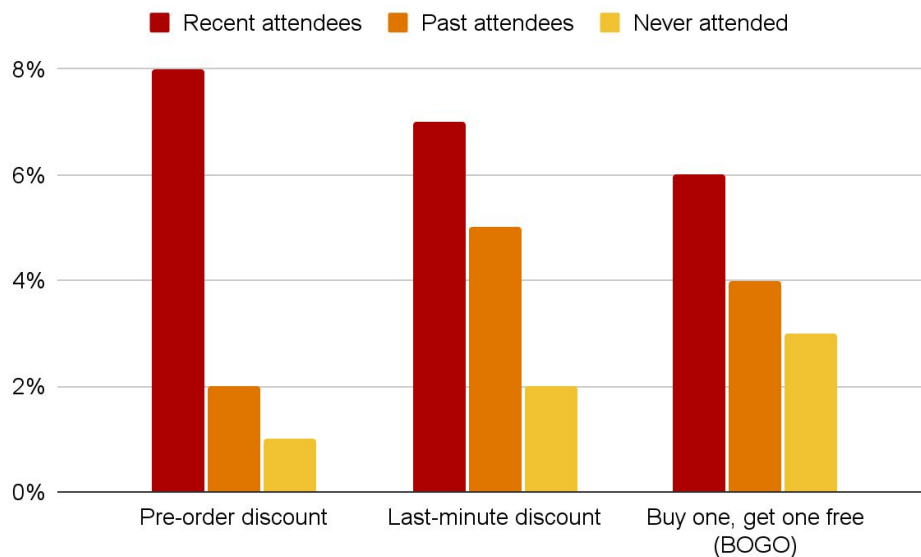
Summary: There is a higher open rate for the promotional marketing and new show announcements in the recent attendees subscriber segment. New subscribers are more engaged with the email marketing however, for past attendees only 5-10% of the emails are being opened. There are more subscribers that have never indeed as they hold over 42% of the ratio, therefore, the email marketing needs to be more tailored to this segment, therefore focusing on the promotional email as it performs well with all 3 subscribers understanding which promotional emails have a high open rate will optimize open rates.

Open rates by promotion type



Summary: Promotional type emails are the most successful emails for all 3 subscriber segments, however, there is a variation between which segments have a higher open rate. Pre order discounts have the highest open rate amongst all 3 types of emails, in particular, past attendees open last minute discounts and BOGO promotions at the same rate when compared to pre-order discounts. Subscribers who have never attended have more of an interest in BOGO promotions, however the open rates are not as high as other segments. Therefore, further metrics need to be examined.

Click-to-open rates by promotion type



Summary: Understanding the percentage of subscribers that are opening and engaging through click-to-open helps identify which promotional type is more effective. Recent attendees are more likely to engage with the email if it offers a pre-order discount and are also likely to click on to last-minute discounts rather than BOGO emails. Past attendees also engage with both the last minute discounts and the BOGO promotions but engage more with the last minute discounts. Attendees that have never attended are more likely to engage with a BOGO promotion than any other subscriber.

Conclusion and recommendations

- **Recent attendees:** This subscriber segment is receptive to all promotional emails but engage more with pre-order discounts. For this segment, it is beneficial to prioritise early bird or last-minute discounts for further email marketing.
- **Past attendees:** This subscriber segment engagement is higher with last-minute and BOGO promotional emails with a preference on last minute promotions. Moving forward, prioritising both types of email marketing is beneficial.
- **Never attended:** This subscriber segment engages more with BOGO promotions as when analysed their open rate and CTOR is higher. As they are more receptive with this promotion type, focus more on these deals in further marketing.