



Email marketing report

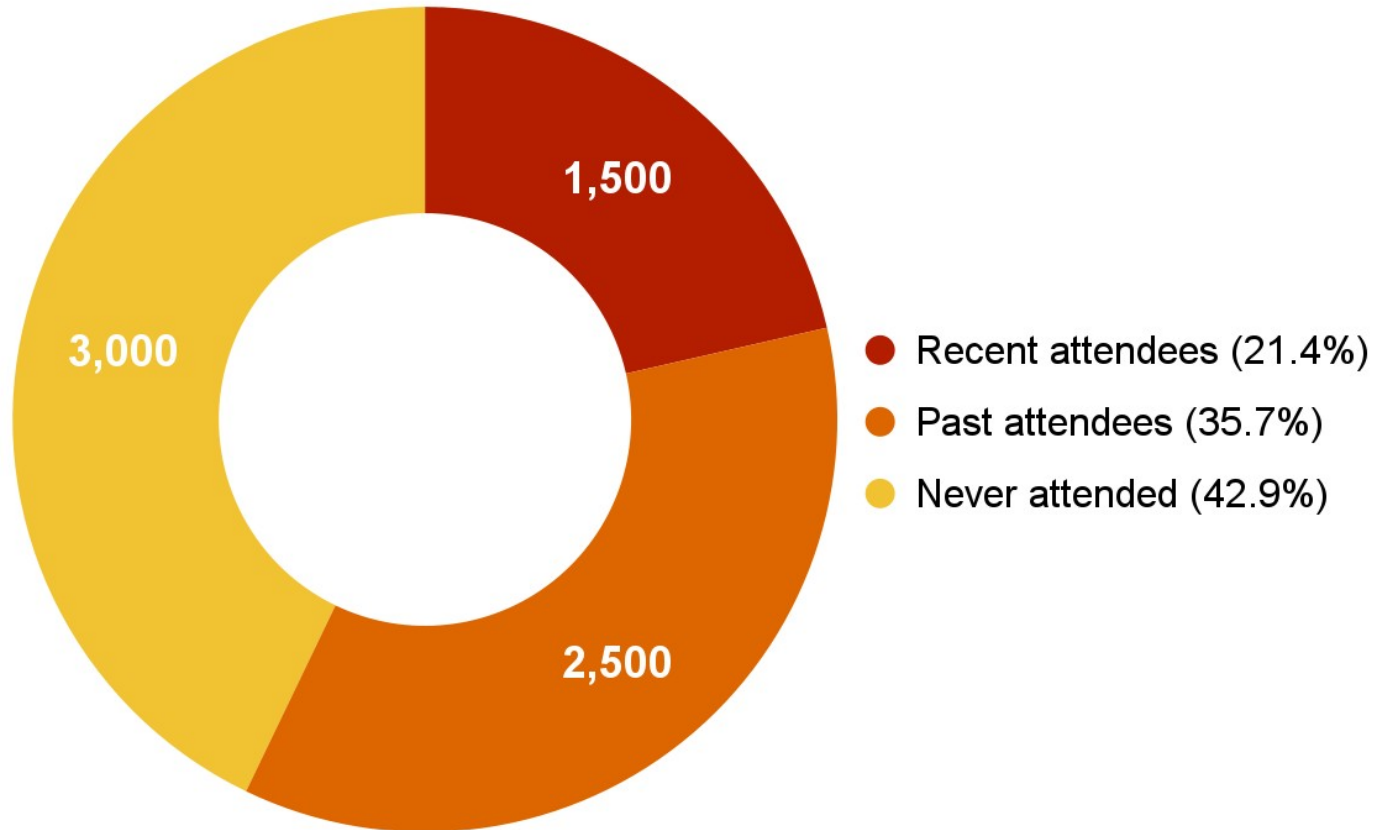
Overall marketing goal

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.

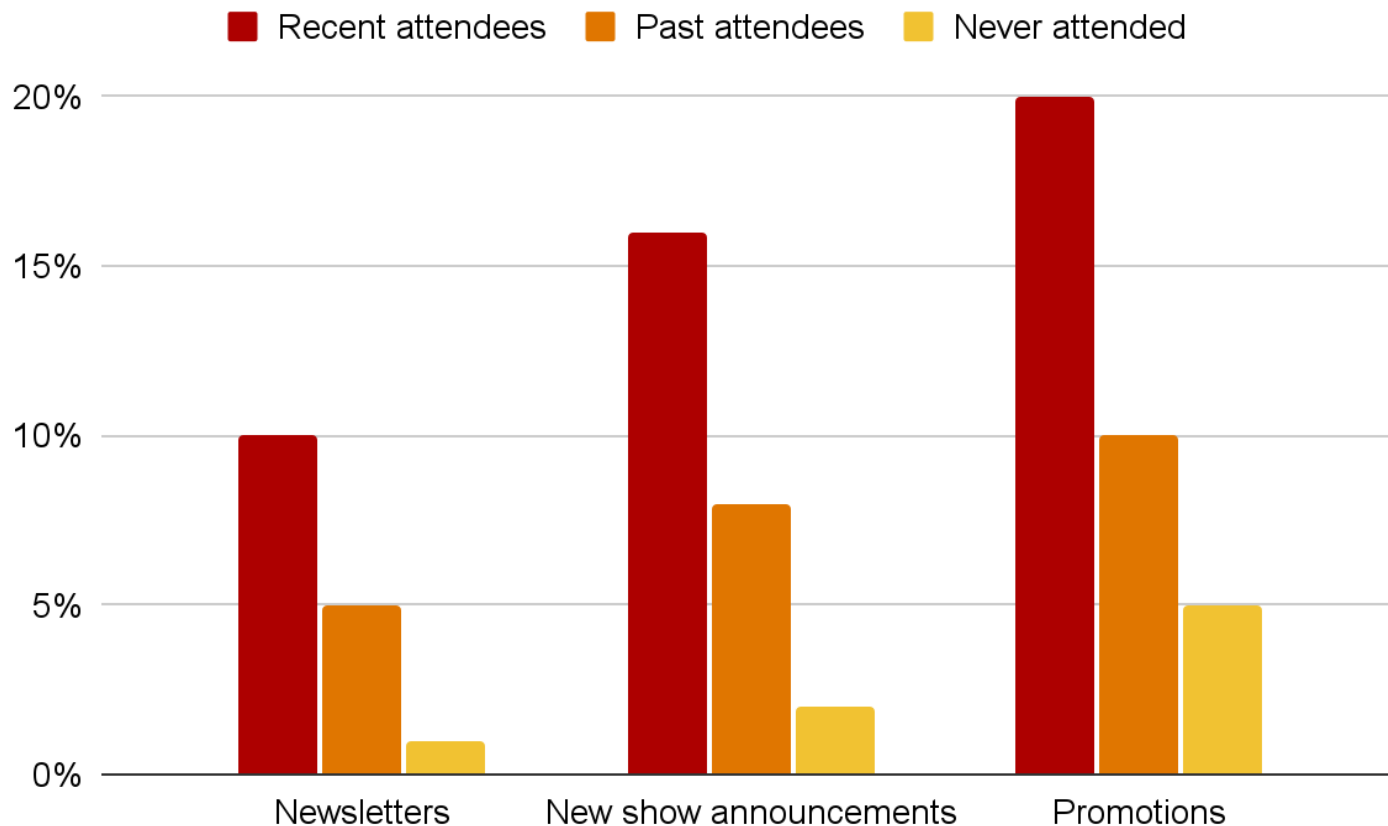
Email marketing goal

- 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?**

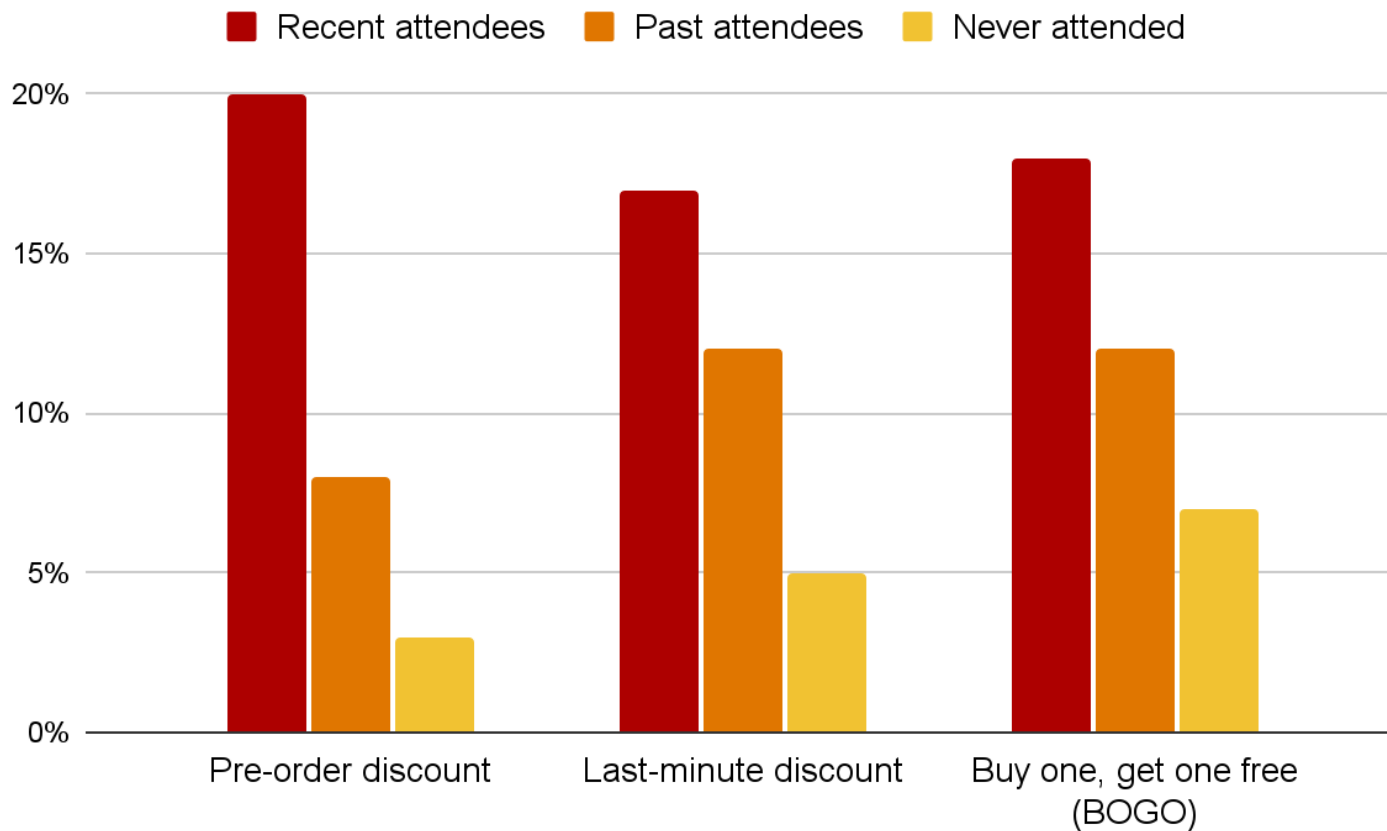
Email subscriber segments



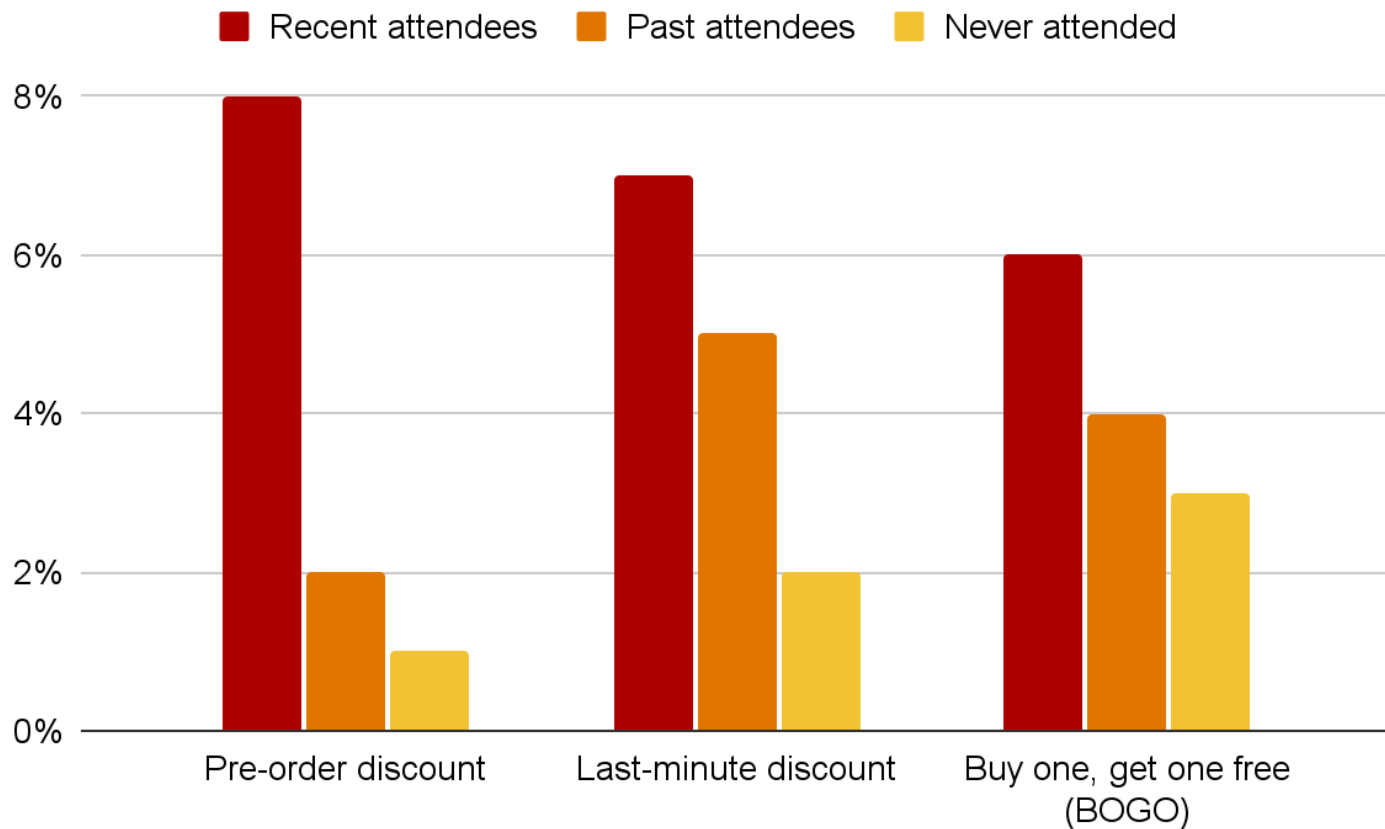
Open rates by email category



Open rates by promotion type



Click-to-open rates by promotion type



Conclusion and recommendations

- **Recent attendees:** Are more likely to plan ahead their attendance to a show, have a slight preference for pre-order discounts, but receptive to announcements and all promotion types. Prioritize early and last-minutes announcements and discounts.
- **Past attendees:** Are more likely to spontaneously decide to attend a show, likely based on how good of a discount they can receive. Slight preference for last-minute discounts, but BOGO also effective. Prioritize both.
- **Never attended:** Are more likely to attend with a companion. Prioritize BOGO offers, as this was the most effective promotion on this group.