

# MAKING OVERTURES TO EXACTLY THE RIGHT EARS

A new audience for Lyric Opera of Chicago

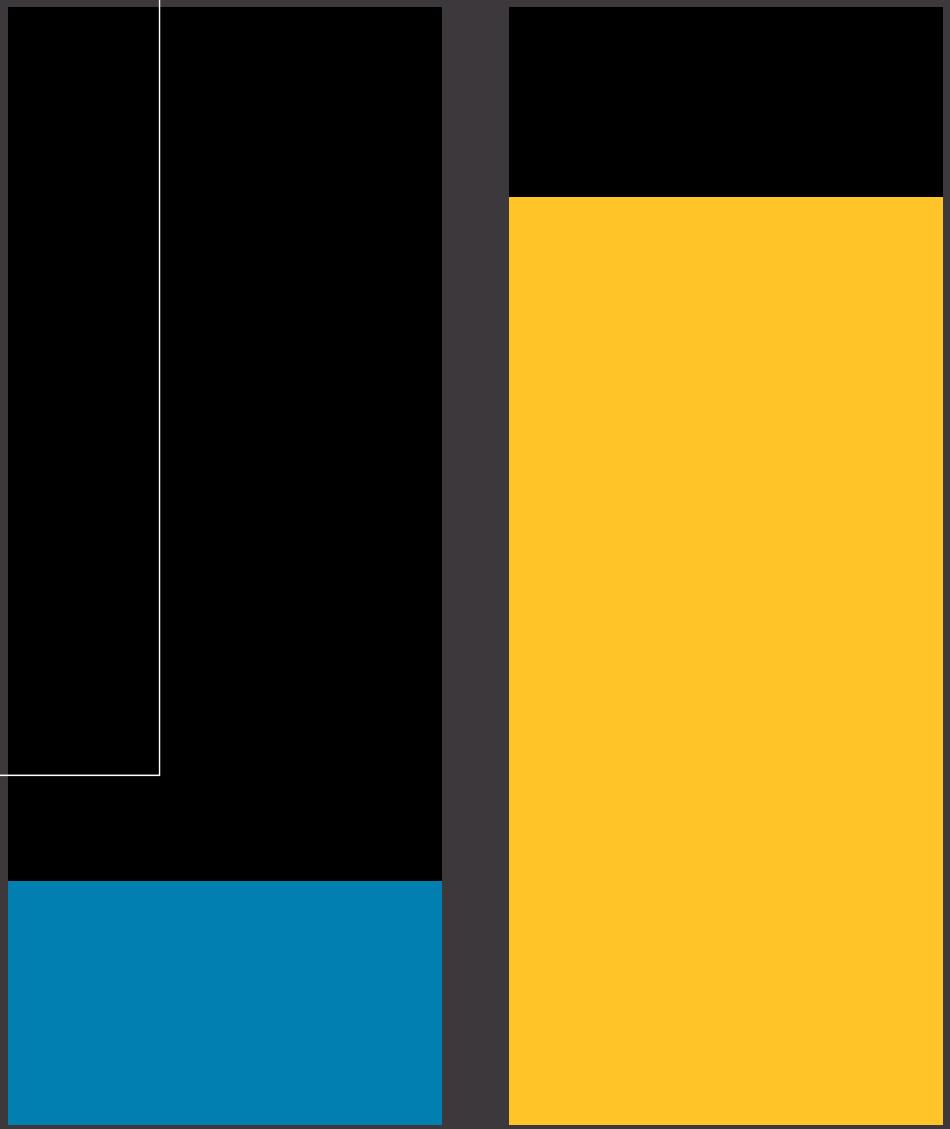


“The prospects Civis identified purchased tickets at **3.7 times** the rate of other prospects sourced through more traditional methods.”

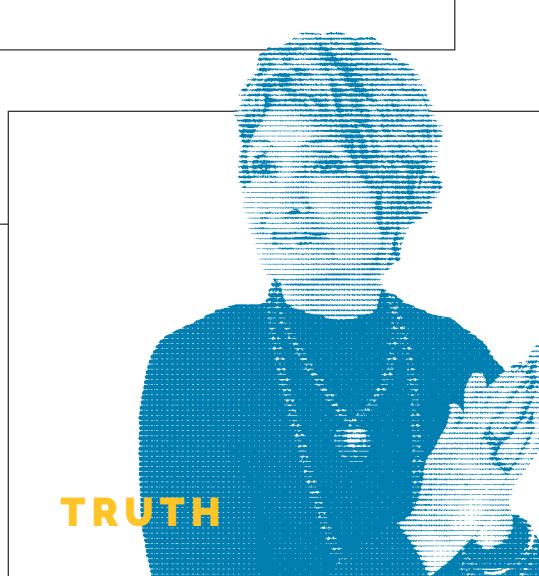
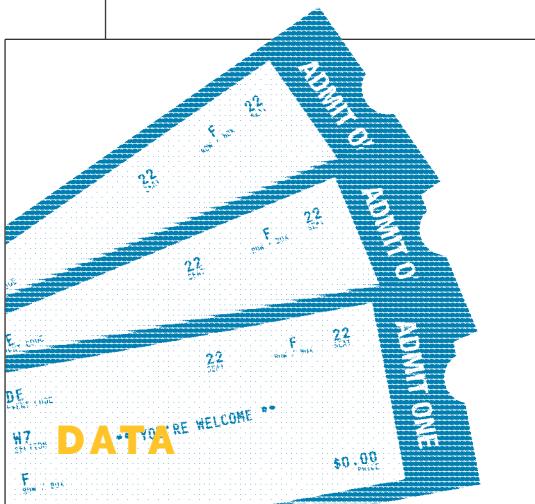
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*Lyric*  
LYRIC OPERA  
OF CHICAGO



# HOW LYRIC OPERA USED DATA SCIENCE TO ENGAGE NEW PATRONS



- Utilized a list of current ticket buyers
- Matched to the Civis database of 220+ million Americans
- Uncovered Lyric's typical audience member is more likely to be:
  - Female
  - Fifty years old or older
  - From a high-income household
- Discovered the best predictor of being a ticket buyer was the likelihood of voting in an election.
- Identified a target list using look-alike modeling
- Executed two direct mail campaigns
  - Modeled list
  - Traditionally sourced list

## THE OPENING ACT

Most arts nonprofits face a similar challenge: modify their programming and marketing efforts in order to manage aging audiences, technological disruptions, and changes in cultural consumption. Lyric Opera of Chicago is no different.

From creating a new state-of-the-art website and investing in content creation, Lyric has taken steps to improve their online presence and build loyalty among their core audience. For their next act, they wanted to take it a step further, and expand their audience with the power and precision of data science.

That's when they turned to Civis Analytics with what might seem like a simple question:

**How can Lyric find  
and acquire new  
ticket holders?**



## UNDERSTANDING THE CURRENT AUDIENCE

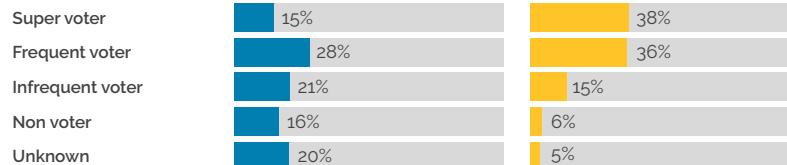
Lyric Opera needed to understand their ticket buyers before they could find and acquire new patrons. That means diving into the demographics and behavioral characteristics of those people who already buy tickets.

Using Civis' proprietary **matching algorithms**, we could match their list of current ticket buyers to the Civis national database of 220+ million Americans and uncover some surprising predictors of potential ticket buyers.

While a typical audience member is more likely to be a woman, 50 years or older, and from a high-income household than an average Chicagoan, the single most powerful predictor was the likelihood of voting in an election—even more so than age, gender, or income. Lyric Opera ticket-buyers were also much more likely to have made political and charitable contributions than their Chicagoland counterparts.

● Not Ticket Buyers      ● Ticket Buyers

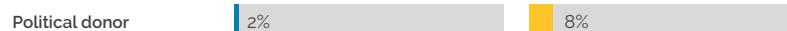
### VOTE FREQUENCY



### VOTE TURNOUT



### POLITICAL DONATIONS



### CHARITABLE DONATIONS



### ENVIRONMENTAL DONATIONS

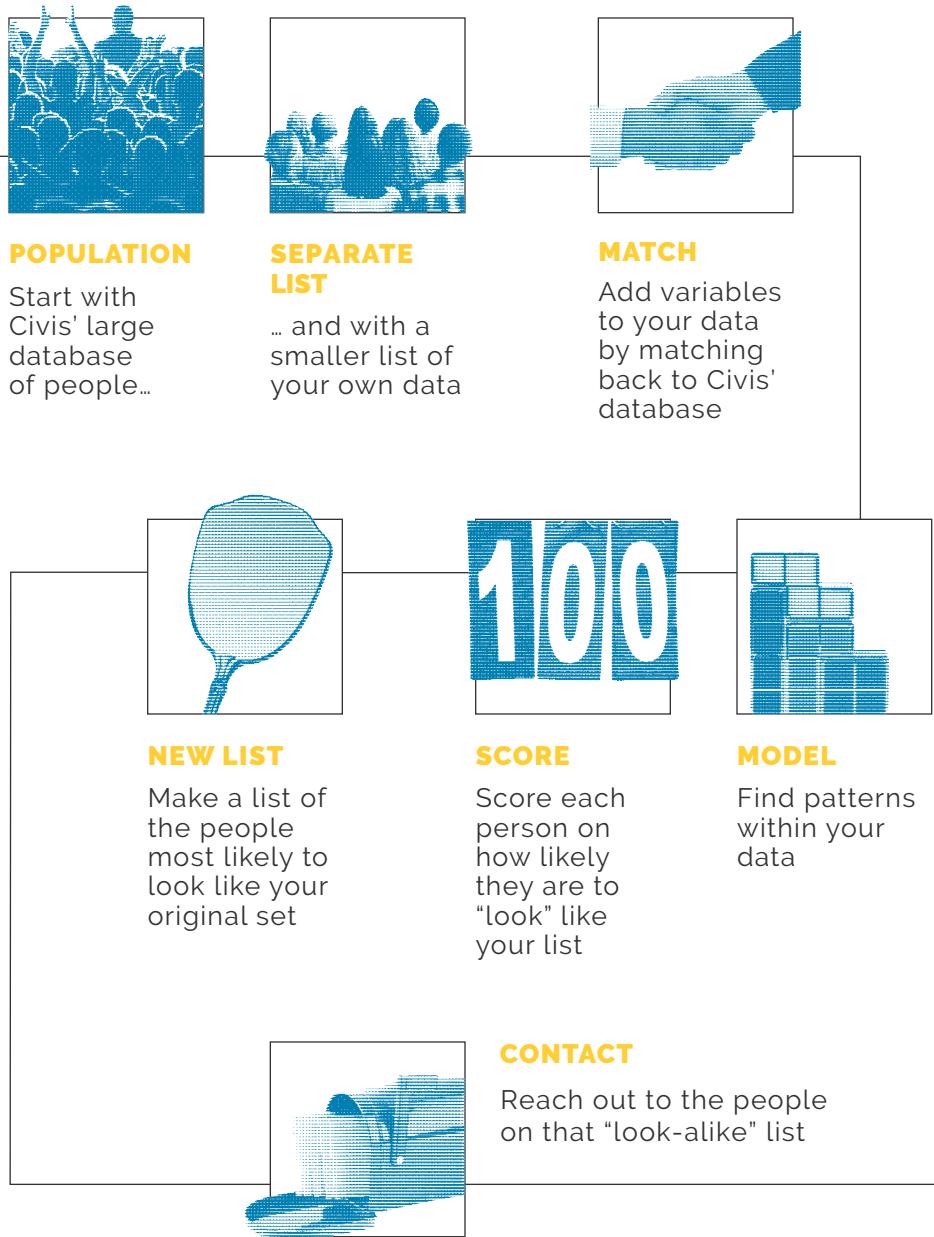


## FINDING THE MODEL PATRON

With a solid understanding of their current ticket-holders, Lyric Opera could now use **look-alike models** to find their top prospects.

Our algorithms take into account hundreds of dimensions at once—accounting for the important differences between arts donors and other nonprofit donors, and even the distinction between opera fanatics and museum-goers.

Based on those dimensions, the algorithms determined which features are most predictive of whether a person would purchase a ticket to calculate a prospect score for every Chicagoan. Lyric Opera could then prioritize the set of individuals who were most likely to buy a ticket.



# HOW WE PERFORMED

Executing a true data-driven effort, Lyric Opera ran two campaigns—one based on the Civis targets and another based on prospects they could have sourced through a traditional market segmentation.

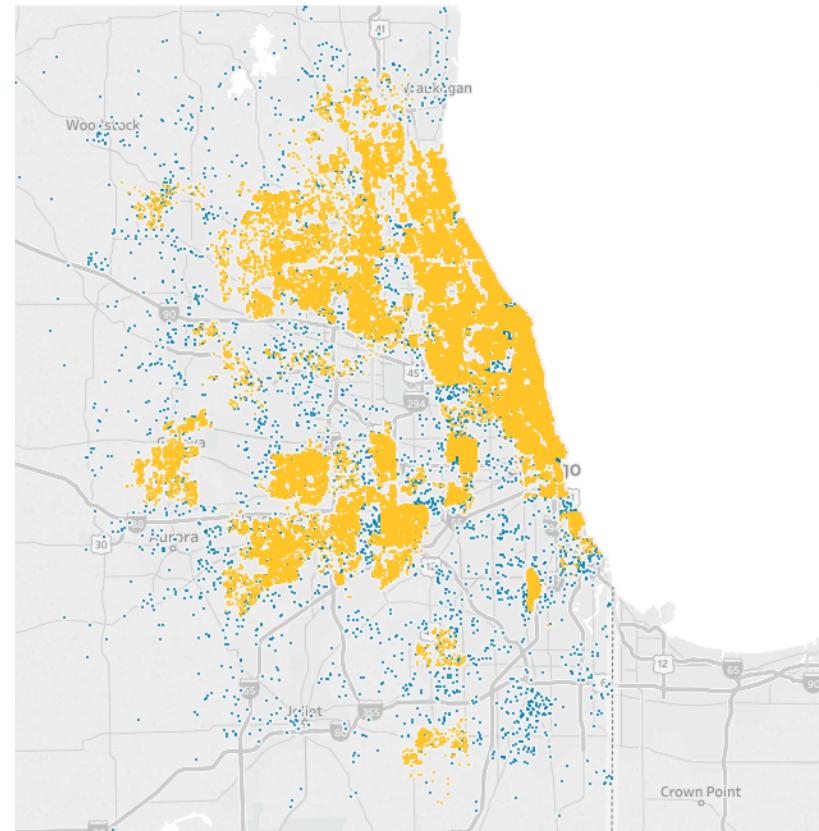
Through the individualized approach, **the targets we identified converted to ticket buyers at 3.7 times the rate of the other prospects.**

INDUSTRY
Nonprofit
TOOLS
Civis Platform, built on the AWS cloud



## ENCORE!

Taking the findings one step further, we mapped the likely ticket buyers to provide a better look at where they live. Lyric Opera can now make better informed decisions should they want to place out-of-home advertisements—meeting their target buyers where they are!



● Targets ● Ticket Buyers

“Civis’ consumer database and best-in-class predictive models have helped us advance our efforts to build new arts audiences in Chicago.”

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Learn more about Civis Analytics software and services  
[www.civisanalytics.com](http://www.civisanalytics.com)

Learn more about Lyric Opera of Chicago  
[www.lyricopera.org](http://www.lyricopera.org)