

SPEKTRIX  **HUBS:**

Leveraging Segmentation to Power Automated Emails

Segmentation

MB
Milton Bradley

Does your person
have a big nose?
No
Is your person
wearing a hat?
Yes

I know!
It's Maria!

**Ages
6 and Up**

Guess your
opponent's mystery
person before your
opponent guesses
yours.

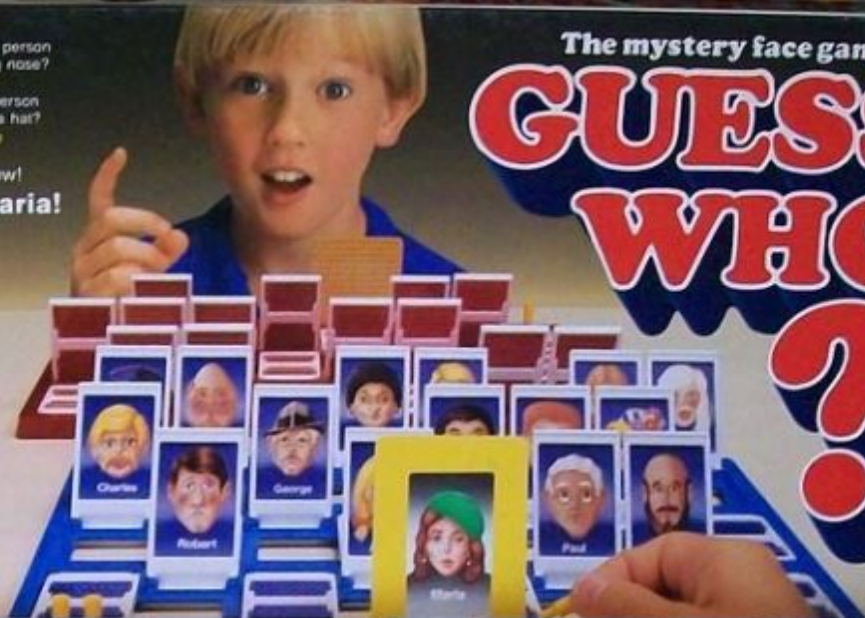
2 Players

Game variations in
English and Spanish.
Instructions in both
languages available.

Small parts may be
hazardous to children
under 3 years of age.

The mystery face game

**GUESS
WHO
?**



THIS HOME

Segmentation: What is it good for?



Essential Segmentation Models: Segmentation Plan

RECORD YOUR SEGMENTATION CRITERIA

Instructions: Use the table to record the criteria for each of your CRM segments. Add more rows to the table as you go along.

Segment Name	Segment Category	CRM CRITERIA				Additional Information
		Activity	Timing / Recency	Frequency	Other CRM details	
<i>Family</i>	<i>Buyer</i>	<i>Bought tickets to a show categorised as 'family'</i>	<i>Within the last 100 days</i>	<i>More than twice</i>		
<i>Benefits-led member</i>	<i>Relationship</i>	<i>Bought a membership</i>	<i>Within the last 100 days</i>	<i>once</i>	<i>Used priority booking</i>	

Use each of these segments to complete:

[Key Messages Worksheet](#)

[Motivations and Incentives Worksheet](#)

[Loyalty Plan Worksheet](#)

[My KPIs](#)

Global vs Local

Customer Lists | **Spektrix Spotlight Sessions: Segmentation**

Customer List Builder

Pre-filter

Main filter

Output

111 customers in Customer List

Update count



Segment Explorer

Spotlight Sessions

Agreed to Email

Never Booked

Local Segments

3+ classical music events in last ...

New Local Segment

Name

Description

Audit trail

Drag segments to

Not 3+ classical music events in last 12 months

AND

Not Staff

AND

OR

Not Current Members

AND

Choose an action:

Choose an action:

- Output as CSV
- Output as unformatted Excel file
- Run through report
- Use in standard mailing
- Use in integrated email
- Apply or remove tag
- Apply or remove contact preference
- Attach attribute
- Bulk create opportunities
- Bulk create invitations

drop here to delete

Back

Next

Global vs Local

Customer List Builder

Pre-filter

Main filter

Output

Choose an action:

Update count



Spotlight Sessions

Agreed to Email

Never Booked

Staff

Local Segments

Donated £10+ yesterday 1

Clicked on New Season link 1

Booked for Robocop The Musical 1

New Local Segment

Name Spektrix Spotlights: Segmentation

Description

Audit trail

Drag segments to determine criteria:

drop here to delete

Not Clicked on New Season link

AND

Not Booked for Robocop The Musical

AND

Not Donated £10+ yesterday

AND

Not Agreed to Email

AND

OR

drop criteria here

Next

Global vs Local

Customer List Builder

Pre-filter Main filter Output

Search

Spotlight Sessions

- Agreed to Email
- Never Booked
- Staff

Local Segments

- Donated £10+ yesterday
- Clicked on New Season link
- Booked for Robocop The Musical

New Local Segment

GLOBAL

- For segments that you'll use **over and over** again
- Available in **all** customer lists

LOCAL

- For segments that are only needed **for a specific list** or Auto Tag

A unified approach - Development

GLOBAL

Not Top Spenders

AND

GLOBAL

Not Current Members

AND

GLOBAL

Not Has Donated

=

CAMPAIGN PIPELINE

A unified approach - Marketing

GLOBAL

LOCAL

LOCAL

Not Top Spenders

AND

Not Clicked 'More Info' link

AND

Not Booked for New Season

=

DOTDIGITAL PROGRAM

A unified approach - Box Office

GLOBAL

LOCAL

LOCAL

Not Top Spenders

AND


Not Visiting Today

AND

Not Purchased Brochure

=

CUSTOMER GROUPS AND FOH REPORTS



Implement a **unified** approach to
make segmentation work for your
entire organisation.

Segmentation for personalised comms

Segmented emails **opened 56%** more often
and **clicked** through **twice** as often.

Tailored comms

Make our May!

Find out more about our Mercury Rising Campaign today!



What's On

Make It

Support

Visit

Our Fundraising Month is Underway!

As someone who has visited us recently, we thought you might like to know about our fundraising month! We're asking our visitors to help **Make Our May** as we aim to raise **£25k** this month to go towards the final £500,000 required to complete our **Mercury Rising Campaign** to extend and modernise our building.

But don't just take our word for it - click the video below to hear more about the campaign from some familiar faces (and some new ones)...

Current Bookers who haven't donated

Lapsed Bookers who haven't donated

Make our May!

Find out more about our Mercury Rising Campaign today!



What's On

Make It

Support

Visit

Our Fundraising Month is Underway!

We haven't seen you in a while, so we thought you might like to know about our fundraising campaign to completely redevelop the Mercury Theatre! We're asking the Colchester community to help **Make Our May** as we aim to raise **£25k** this month to go towards the final £500,000 required to complete our **Mercury Rising Campaign**.

But don't just take our word for it - click the video below to hear more about the campaign from some familiar faces (and some new ones)...

Make our May!

Find out more about our Mercury Rising Campaign today!



[What's On](#)

[Make It](#)

[Support](#)

[Visit](#)

Our Fundraising Month is Underway!

As someone who has previously donated to our cause, we thought you might like to know about our fundraising month! We're asking our visitors to help **Make Our May** as we aim to raise **£25k** this month to go towards the final £500,000 required to complete our **Mercury Rising Campaign** to extend and modernise our building. Thanks to your continued support we are very nearly there!

But don't just take our word for it - click the video below to hear more about the campaign from some familiar faces (and some new ones)...

Email Automation

WHAT CAN YOU AUTOMATE?

- Thanking donors
- Welcoming first time attendees
- Re-engaging lapsed bookers
- Incentivising re-attendance
- Much more....

Your support means so much

[View in browser](#)

opera
north



**THANK YOU
FOR DONATING!**

Dear Joe Nockles,

Thank you – your donation makes a huge difference to our work!

We just wanted to say a great big thank you for making a donation and helping us to **fill our home with music**. It's an exciting time at Opera North as we prepare to open the doors to our new home in the autumn, and your support will help us to bring our buildings to life with a vibrant and diverse programme of work.

Customer List Schedules

INGREDIENTS

1. Customer List

The screenshot displays the 'Customer Lists' interface, specifically the 'Customer List Builder' for a segment named 'Donated Yesterday (up to £50)'. The interface includes a navigation bar with 'Reports', 'Mailings', 'Customer Lists', 'Report Schedules', and 'Customer List Schedules'. Below the navigation bar, the current segment is identified as 'Donated Yesterday (up to £50)'. The builder is divided into three stages: 'Pre-filter', 'Main filter', and 'Output'. A search bar is located above the segment explorer. The segment explorer on the left lists various categories: 'Segment Explorer', 'Booking' (with sub-segments like '3+ classical music events i...' and 'Booking at least twice a se...'), 'Customer' (with sub-segments like 'Access Customers', 'Board Members', 'Current Friend Plus Members', and 'Current Members'), and 'Local Segments' (with 'Donated up to £50 yesterday'). The main filter area shows a 'Choose an action:' dropdown. The filter criteria are defined as: 'Name Donated Yesterday (up to £50)', 'Description People who donated any amount up to £50 to any live fund ye', and 'Audit trail'. The criteria are visualized as a logical expression: Not Donated up to £50 yesterday AND Not Has an Email Address. Below this, there is an 'OR' section with a dashed box labeled 'drop criteria here'. Two green arrows point upwards towards the 'drop criteria here' area.

Customer List Schedules

INGREDIENTS

1. Customer List
2. Dotdigital Campaign

THANK YOU FOR SUPPORTING FACTORY THEATRE!

[Can't read this email properly?](#)



Dear **Hannah**,



Thanks to the generosity of people like you, we are continuing to create new Canadian plays, invest in the creative development of artists, and find ways to bring fiercely Canadian theatre into your home.

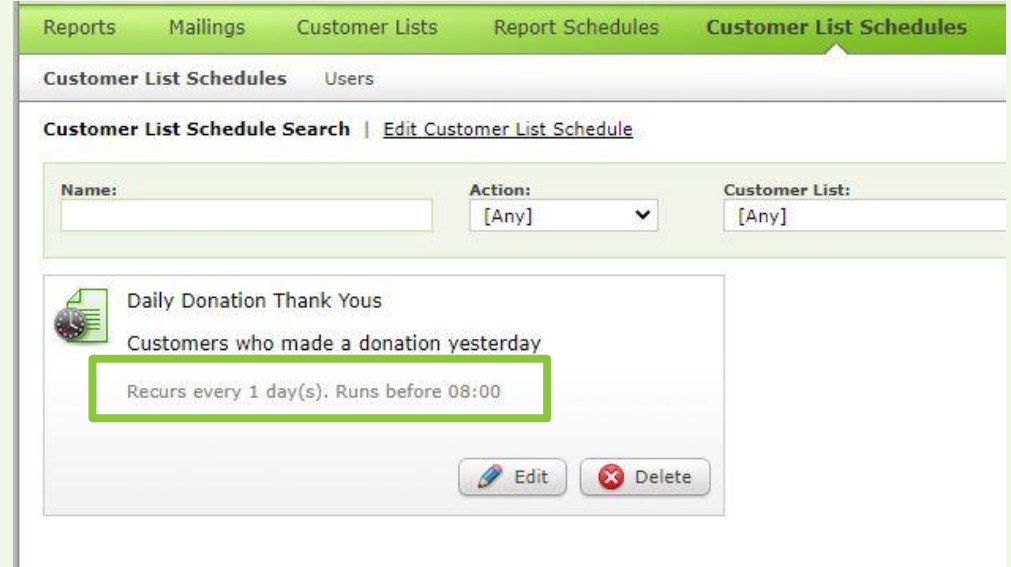
Your recipe for success

INGREDIENTS

1. Customer List
2. Dotdigital Campaign

METHOD

3. Attach to a Customer List **Schedule**



The screenshot shows a web interface for managing Customer List Schedules. At the top, there is a navigation bar with tabs for Reports, Mailings, Customer Lists, Report Schedules, and Customer List Schedules. Below the navigation bar, the page title is "Customer List Schedules" with a "Users" link. A search bar is present with the text "Customer List Schedule Search" and a link to "Edit Customer List Schedule". Below the search bar, there are three input fields: "Name:" (empty), "Action:" (set to "[Any]"), and "Customer List:" (set to "[Any]"). The main content area displays a list of schedules. The first schedule is "Daily Donation Thank You" with a document icon. Below the name, it says "Customers who made a donation yesterday". A green box highlights the recurrence information: "Rekurs every 1 day(s). Runs before 08:00". At the bottom right of the schedule card, there are two buttons: "Edit" (with a pencil icon) and "Delete" (with a red X icon).

Customer List Schedules

Reports Mailings Customer Lists Report Schedules **Customer List Schedules**

pod1-prod-web8 1.54

Customer List Schedules Users

[Customer List Schedule Search](#) | [Edit Customer List Schedule](#)

Basic Details

Scheduled integrated email name and customer list name:



Integrated Emails



Daily Donation Thank You's - £101 or more

Donated Yesterday (£101 and above)



Daily Donation Thank You's - £51 - £100

Donated Yesterday (£51 to £100)



Daily Donation Thank You's - up to £50

Donated Yesterday (up to £50)



[Add Integrated Email](#)

FEATURE SPOTLIGHT:

Dynamic Content

Customisable email content based on
Attributes and **Tags** in Spektrix.



Dynamic Content



YOUR BOOKING REMINDER

Dear Test Account,

We are looking forward to welcoming you to the Festival Theatre on Wednesday 01 September 2021 for [South Pacific](#). The performance will start at 19:30 and lasts for approximately 2 hours and 45 minutes, including an interval.

Before your visit, why not [listen to the recording of the South Pacific Pre-Show Talk](#)? Kate Mosse discusses the production with Director Daniel Evans.



COVID-SAFE AT CFT

The following measures will be in place throughout July and August. We will be updating our procedures in line with government guidelines, so [please do check the website before your visit for the latest information](#).

A screenshot of the SPEKTRIX software interface. The top navigation bar includes 'Events', 'Fixed Series', 'Pricing', 'Seating', and 'Customers'. Below this, a sub-menu shows 'Tags', 'Questionnaire', 'Criteria Groups', and 'Customer Groups'. The 'Tags' section is active, displaying a list of customer tags: 'Access Requirements: Caption User', 'Customer types: Booked 3 or more events', 'Customer types: Volunteer', 'Loyalty Level: Advocate', and 'Membership Drive: Platinum Member'. An 'Edit Tags' button is located at the bottom right of the tag list.

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Dear @FULLNAME@,

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 Variations	▼	Default
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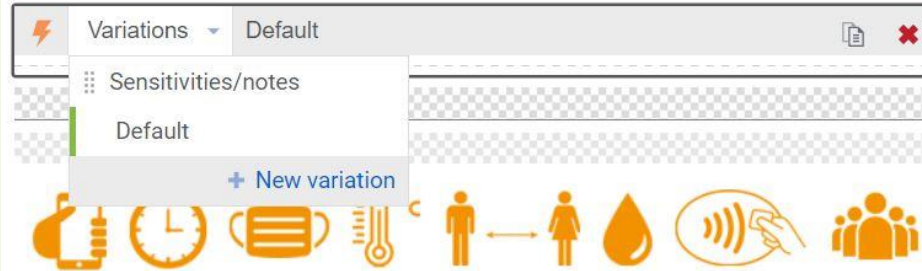
- **E-tickets** will be issued as standard. These do not have to be printed but can be shown on your smartphone or similar device for us to scan on entry. In order to reduce queueing and minimise contact, tickets will not be available for collection from the Box Office

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 Variations  Sensitivities/notes

PRODUCTION EFFECTS

South Pacific includes loud sound effects, live flame, smoke and haze effects. At points in the production characters smoke herbal and e-cigarettes. If you require more detailed information about when in the performance to expect these effects, please call the Box Office on 01243 781312.



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Variations



Default



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Variations ▾

Sensitivities/notes





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Variations



Default



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Variations ▾

Sensitivities/notes



⚡ Variations ▾ Default ←




CAR PARKING

Chichester District Council's Northgate Car Park (PO19 6AA) is adjacent to the Theatre. In addition to coin and card, cashless pay & stay is available using the [miPermit smartphone app](#).

The car park currently has reduced capacity due to a section being used as a COVID test centre. Please allow plenty of time to park and consider alternative car parks in Chichester.

You can find more information about Northgate and other council car parks at [chichester.gov.uk/parking](https://www.chichester.gov.uk/parking).

⚡ Variations ▾ Access ←



CAR PARKING

Blue Badge holders can park anywhere in the adjacent Northgate Car Park free of charge. There are 9 non-reservable spaces close to the Theatre entrance.

If you do not have a blue badge, in addition to coin and card, cashless pay & stay is available using the [miPermit smartphone app](#).

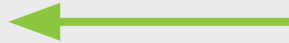
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You can find more information about Northgate and other council car parks at [chichester.gov.uk/parking](https://www.chichester.gov.uk/parking).



Variations ▾

Prologue



PROLOGUE

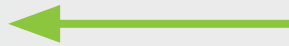
Don't forget when your tickets are scanned, you need to show valid ID that each Prologue ticket holder is within the 16-30 age range on the date of the performance.

Can't make it anymore? Please do let us know as there is a chance we can resell your ticket if the show is sold out and you'll get your £5 back!



Variations ▾

Marketing



DON'T FORGET YOUR PROGRAMME!

Our programmes are designed to be the perfect insightful companion to the production. The ***South Pacific*** programme includes rehearsal photography, interviews, background articles, biographies and news from the Theatre.

Purchase at the Theatre, or call Box Office on 01243 781312 to add a programme voucher to your order.

FEATURE SPOTLIGHT:

Dotdigital Programs

Automate your customers **personalised**
communication **journey** and drive
engagement



CHOOSE YOUR OWN ADVENTURE® 6

YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 40 POSSIBLE ENDINGS.

YOUR CODE NAME IS JONAH

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE® 6

THE CLASSIC SERIES IS BACK!
CHOOSE FROM 20 POSSIBLE ENDINGS.

HOUSE OF DANGER

BY R. A. MONTGOMERY



CHOOSE YOUR OWN ADVENTURE® 22

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 26 POSSIBLE ENDINGS.

SPACE PATROL

BY JULIUS GOODMAN



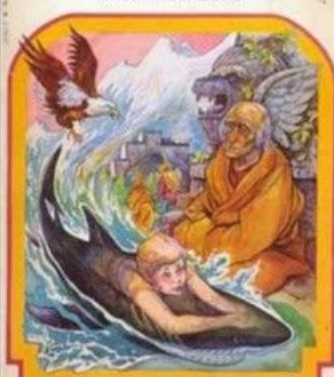
ILLUSTRATED BY RALPH REZEE

CHOOSE YOUR OWN ADVENTURE® 45

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 14 POSSIBLE ENDINGS.

YOU ARE A SHARK

BY EDWARD PACKARD



ILLUSTRATED BY BOB WING

CHOOSE YOUR OWN ADVENTURE® 40

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 30 POSSIBLE ENDINGS.

THE THRONE OF ZEUS

BY DEBORAH LERME GOODMAN



ILLUSTRATED BY BOB WING

CHOOSE YOUR OWN ADVENTURE® 28

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 25 POSSIBLE ENDINGS.

MOUNTAIN SURVIVAL

BY EDWARD PACKARD

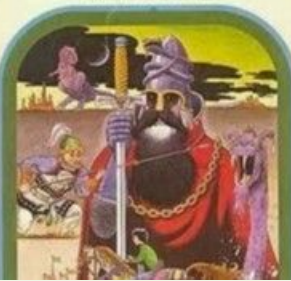


CHOOSE YOUR OWN ADVENTURE® 1

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 40 POSSIBLE ENDINGS.

THE CAVE OF TIME

BY EDWARD PACKARD



CHOOSE YOUR OWN ADVENTURE® 10

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 36 POSSIBLE ENDINGS.

THE LOST JEWELS OF NABOOTI

BY R.A. MONTGOMERY

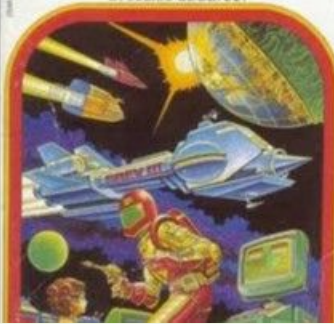


CHOOSE YOUR OWN ADVENTURE® 22

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 26 POSSIBLE ENDINGS.

SPACE PATROL

BY JULIUS GOODMAN

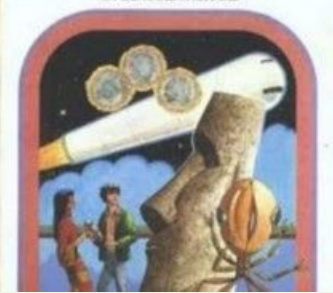


CHOOSE YOUR OWN ADVENTURE® 12

YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 30 POSSIBLE ENDINGS.

INSIDE UFO 54-40

BY EDWARD PACKARD



Standard Automation Flow



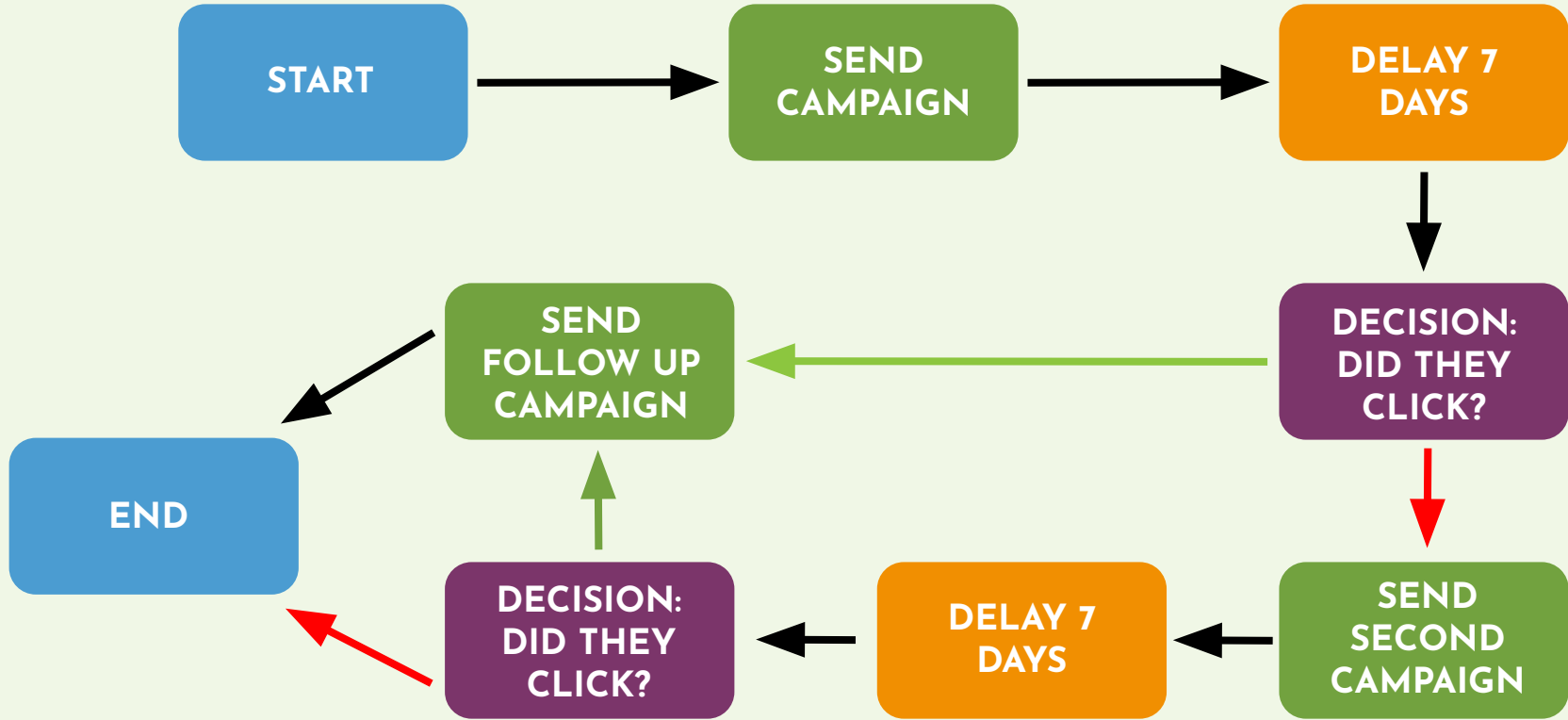
SPEKTRIX 

- New Sign Ups
- 'Yesterday'

 dotdigital

- 'Welcome' email

Dotdigital programs



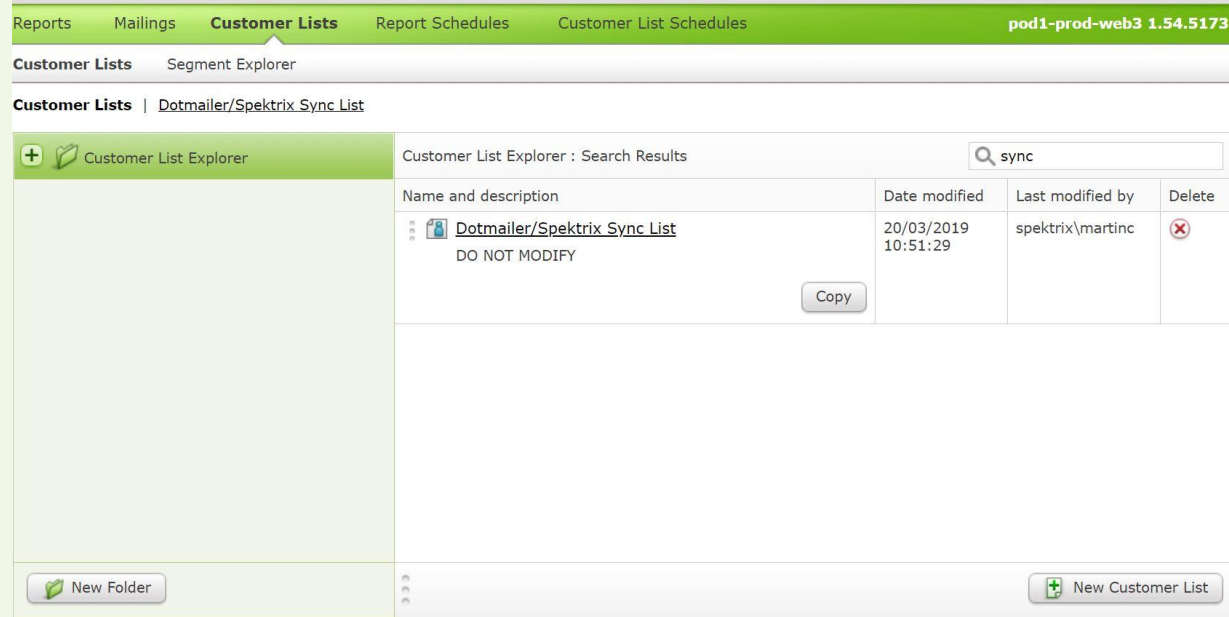
Your recipe for success

INGREDIENTS



1. Customer List
2. Tag Group
3. Dotdigital Address Book
4. Contact Data Fields

METHOD

Create **programs** based on data synced with Spektrix



The screenshot shows a web application interface for managing customer lists. The top navigation bar includes 'Reports', 'Mailings', 'Customer Lists', 'Report Schedules', and 'Customer List Schedules'. The current page is 'Customer Lists' with a sub-tab 'Segment Explorer'. The main content area is titled 'Customer Lists | Dotmailer/Spektrix Sync List'. A search bar on the right contains the text 'sync'. Below the search bar is a table with the following columns: 'Name and description', 'Date modified', 'Last modified by', and 'Delete'. The table contains one entry: 'Dotmailer/Spektrix Sync List' with a description 'DO NOT MODIFY', a date modified of '20/03/2019 10:51:29', and a user 'spektrix\martinc'. A 'Copy' button is located below the table. At the bottom of the interface, there are buttons for 'New Folder' and 'New Customer List'.

Name and description	Date modified	Last modified by	Delete
 <u>Dotmailer/Spektrix Sync List</u> DO NOT MODIFY	20/03/2019 10:51:29	spektrix\martinc	

Your recipe for success

INGREDIENTS

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METHOD

Create **programs** based on data synced with Spektrix

Tag Group

Name Dotmailer Sync Tags
Description *DO NOT RENAME OR EDIT TAGS* - Tag names must not be greater than 16 characters.
On web

[Edit](#)

Tags in group:

Name	Description		
LAPSEDBOOKER1YR	Not booked in the last year	<input type="checkbox"/>	Edit Delete
LAPSEDBOOKER3YR	Not booked in the last 3 years	<input checked="" type="checkbox"/>	Edit Delete
ACCESS_CUSTOMER	Customer with a pass or payments	<input type="checkbox"/>	Edit Delete
POTENTIAL_MEMBER	Potential member	<input checked="" type="checkbox"/>	Edit Delete
DONATEDYDY	Customer donated yesterday	<input checked="" type="checkbox"/>	Edit Delete
FIRST_VISIT	First visit in next 7 days	<input checked="" type="checkbox"/>	Edit Delete
FRIEND	Holder of current Friends membership	<input checked="" type="checkbox"/>	Edit Delete
BOOKED_ONCE	Booked once	<input checked="" type="checkbox"/>	Edit Delete

[+ Add normal tag](#) [+ Add auto tag](#)

100 Tags!

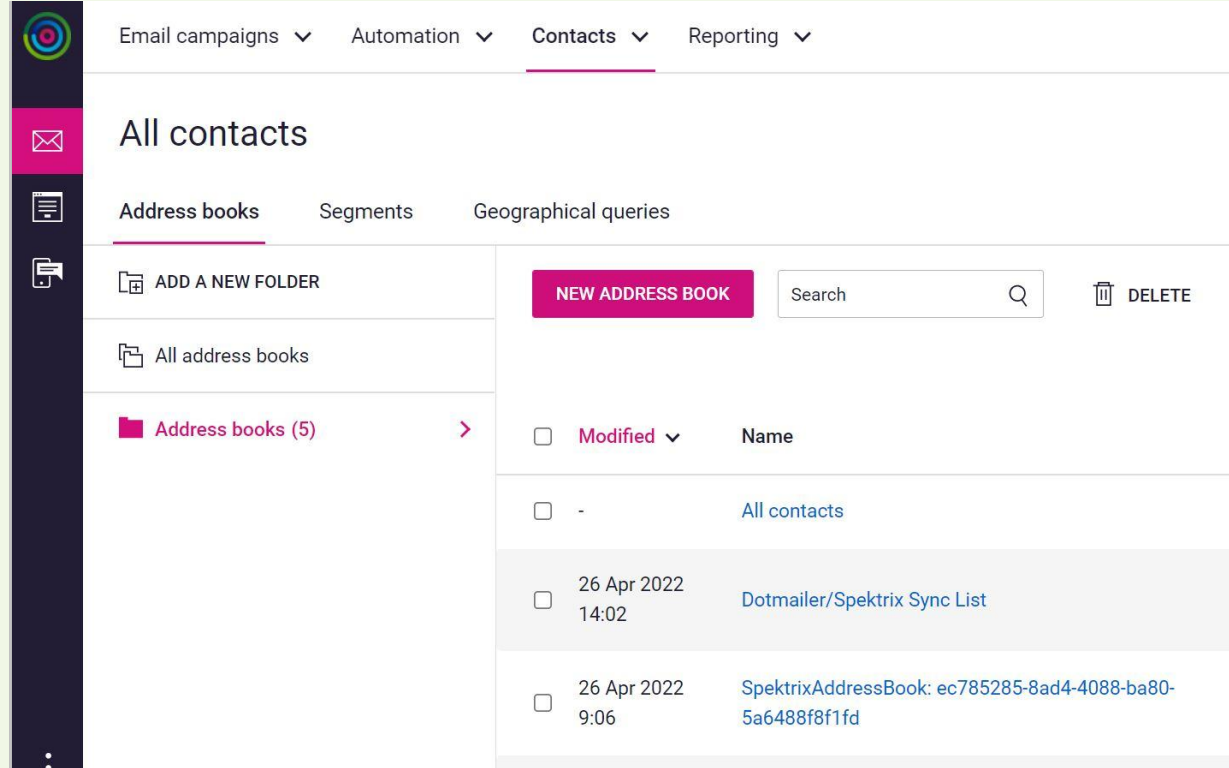
Your recipe for success

INGREDIENTS

1. Customer List
2. Tag Group
3. **Dotdigital Address Book**
4. Contact Data Fields

METHOD

Create **programs** based on data synced with Spektrix



The screenshot displays the 'All contacts' page in the Dotdigital interface. The top navigation bar includes 'Email campaigns', 'Automation', 'Contacts', and 'Reporting'. The 'Contacts' section is active, showing 'Address books', 'Segments', and 'Geographical queries'. A sidebar on the left contains icons for home, mail, list, and chat. The main content area features a 'NEW ADDRESS BOOK' button, a search bar, and a 'DELETE' button. Below these is a table of address books with columns for 'Modified' and 'Name'.

<input type="checkbox"/>	Modified	Name
<input type="checkbox"/>	-	All contacts
<input type="checkbox"/>	26 Apr 2022 14:02	Dotmailer/Spektrix Sync List
<input type="checkbox"/>	26 Apr 2022 9:06	SpektrixAddressBook: ec785285-8ad4-4088-ba80-5a6488f8f1fd

Your recipe for success

INGREDIENTS

1. Customer List
2. Tag Group
3. Dotdigital Address Book
4. **Contact Data Fields**

METHOD

Create **programs** based on data synced with Spektrix

The screenshot shows the 'Contact data fields' page in a CRM system. The navigation bar at the top includes 'Email campaigns', 'Automation', 'Contacts', and 'Reporting'. The page title is 'Contact data fields'. Below the title, there are two tabs: 'Default data fields' and 'Custom data fields'. The 'Custom data fields' tab is active. On the left side, there is a sidebar with a folder icon and the text 'ADD A NEW FOLDER', 'All data fields', 'Data fields (16)', and 'Spektrix Sync Tags (10)'. The main content area displays a table of custom data fields. The table has columns for 'Name', 'Data type', 'Access', and 'Created'. The 'Name' column is currently expanded to show a list of tags. A 'NEW DATA FIELD' button and a 'MORE ACTIONS' dropdown are visible at the top of the table.

<input type="checkbox"/> Name ^	Data type	Access	Created
<input type="checkbox"/> TAG_ACCESS_CUSTOMER	Yes/No	Private	24 Jun 2022 15:08
<input type="checkbox"/> TAG_BOOKED_ONCE	Yes/No	Private	24 Jun 2022 15:09
<input type="checkbox"/> TAG_DONATEDYDY	Yes/No	Private	24 Jun 2022 15:09
<input type="checkbox"/> TAG_FIRST_VISIT	Text	Private	24 Jun 2022 15:09
<input type="checkbox"/> TAG_FRIEND	Text	Private	24 Jun 2022 15:09
<input type="checkbox"/> TAG_LAPSEDBOOKER1YR	Yes/No	Private	24 Jun 2022 15:11
<input type="checkbox"/> TAG_LAPSEDBOOKER3YR	Yes/No	Private	24 Jun 2022 15:11
<input type="checkbox"/> TAG_NEW_DONOR	Yes/No	Private	18 Apr 2022 15:12
<input type="checkbox"/> TAG_POT_ED_DONOR	Yes/No	Private	24 Jun 2022 15:11
<input type="checkbox"/> TAG_POTENTIAL_MEMBER	Text	Private	24 Jun 2022 15:12

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Support Centre / Communicate with your customers / Automating Emails

Setting Up Dotdigital Program



Kyle Tarbuck
Updated 4 hours ago

This article looks at how to set up email automation in Spektrix and dotdigital in order to run ongoing programs. If you have already set up the basics of this then you can skip ahead to creating and starting a program; otherwise, you'll want to make sure you go through this first.

NOTE: if you haven't already read our [Intro to Email Automation](#), we would recommend you read that first.

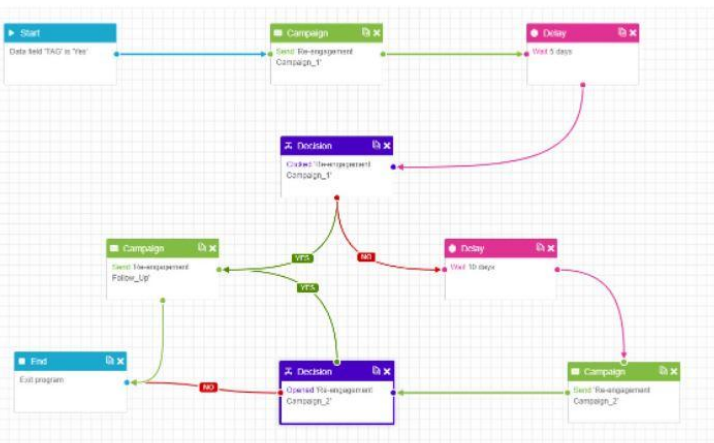
Here's the overall process of how Spektrix and dotdigital combine:

- Create a Customer List specifically for the purpose of email automation
- Create a Tag Group and relevant Tags to sync with dotdigital
- The Customer List and Tags will sync nightly with dotdigital
- The Support team will create a dotdigital address book called **Dotdigital Sync**
- You'll need to create contact data fields in dotdigital for each of the synced Tags
- You can then create programs based on the synced data

In this article, we'll cover:

- The initial setup required in Spektrix and in dotdigital
- How to create and start a program
- A few things you'll need to remember when setting up and running dotdigital programs
- Further reading

Here's a sample program that we've put together, to give you an idea of what it might look like:

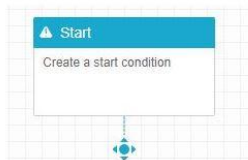


If you would like to see some example program structures you can check out the sample templates already in dotdigital.

How to enrol customers in a program

It's a fairly straightforward process to choose which customers to include in a program. We've provided a link to dotdigital documentation on setting up programs in the [Further Documentation](#) section below, but here we'll give a quick overview of this initial step.

When you create a new program, you'll automatically have a **Start** node which looks like this:



When you select your **Start** node and choose **Create a start condition** you'll see the following options:

Accessibility and Spektrix

Working with us

Navigate Spektrix

Set up Events, Offers and Merchandise

Sell items and fulfill Orders

Set up and troubleshoot hardware

Manage payments

Reporting

Understand your customers

Communicate with your customers

Customer loyalty and fundraising

Work with Agents and other third parties

Integrate your website with Spektrix

Accessibility and Spektrix

Still need help?

Our team of experts are available and just a click away

Contact Support

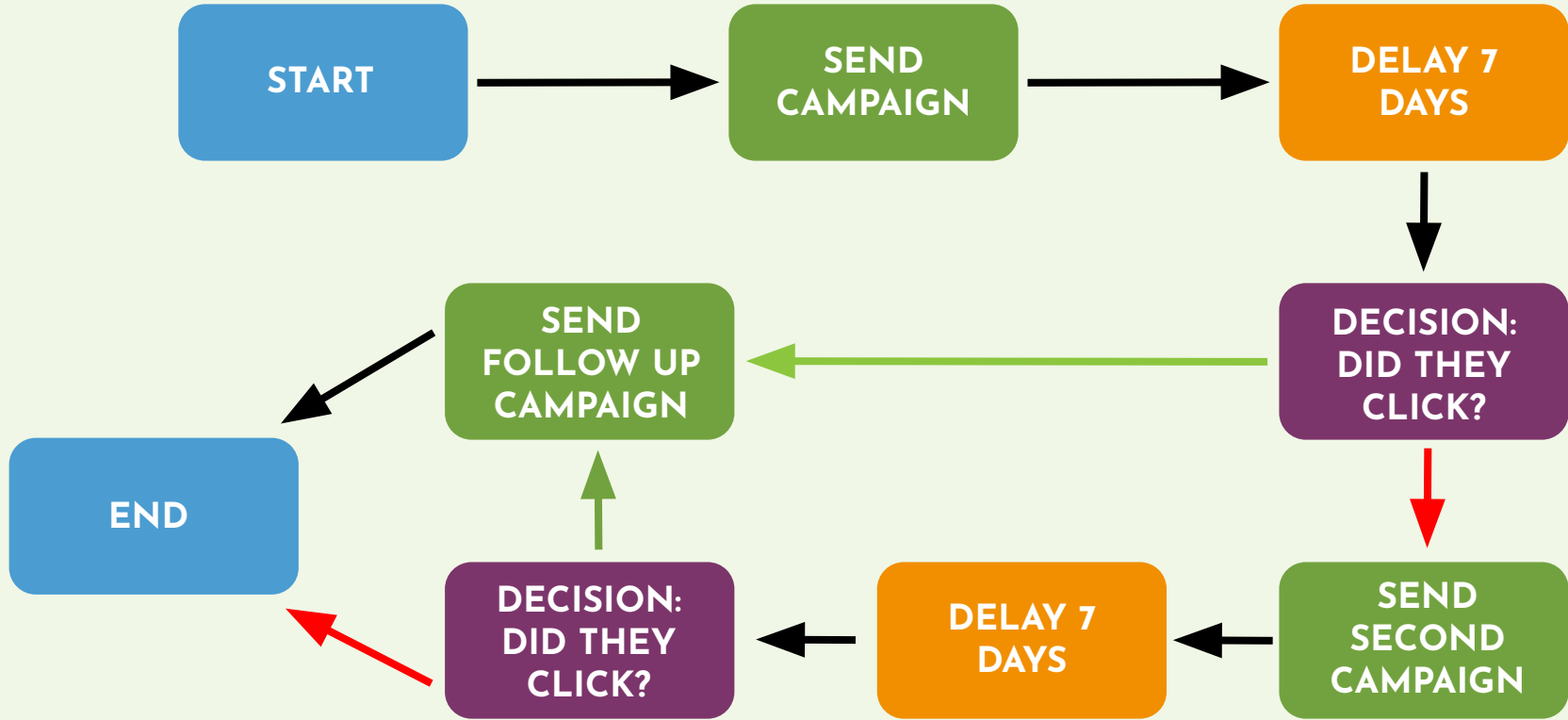
FEATURE SPOTLIGHT:

Program Building Blocks

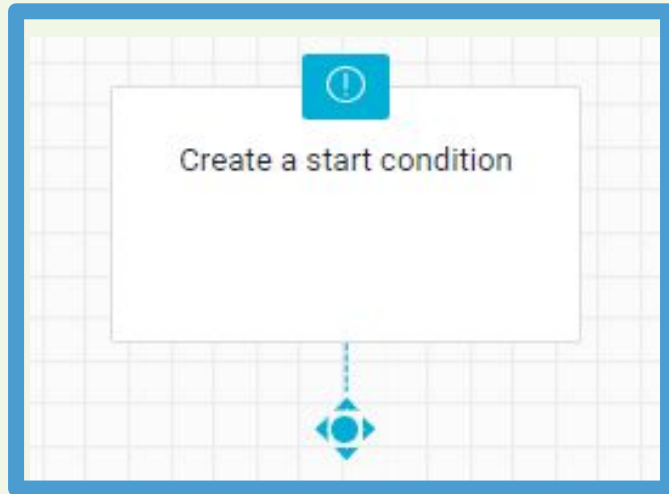
User-friendly tools for mapping out the
customer journey.



Program Building Blocks



Program Building Blocks



Start



1. Enrolment scheduling



Enrol daily at 08:00

2. Enrolment rule



Data field 'TAG_LAPSED_BOOKERS' is 'Yes' (and 1 more rule)

3. Enrolment limits



Re-enrol contacts on the program every day they meet the start criteria

Program Building Blocks

Choose your email **campaign**.



Use **actions** to decide what happens to a contact in your program.




The **delay** function allows you to add a wait time in-between actions.




Program nodes

Messaging

 Campaign

Actions

 Add contact

 Remove contact

 Update contact

Delay

 Delay

Program Building Blocks

Use **decisions** to create **Yes/No** options.



The **end** node will remove people from your program.



The **text label** lets you annotate and note your program.



Decisions

 Decision

 Multi decision

 Date split

 Quantity split

 Random split

End

 End

Annotations

 Text label

Program Building Blocks

Use **decisions** to create different options.

The **end** node will tell you how many people from your program.

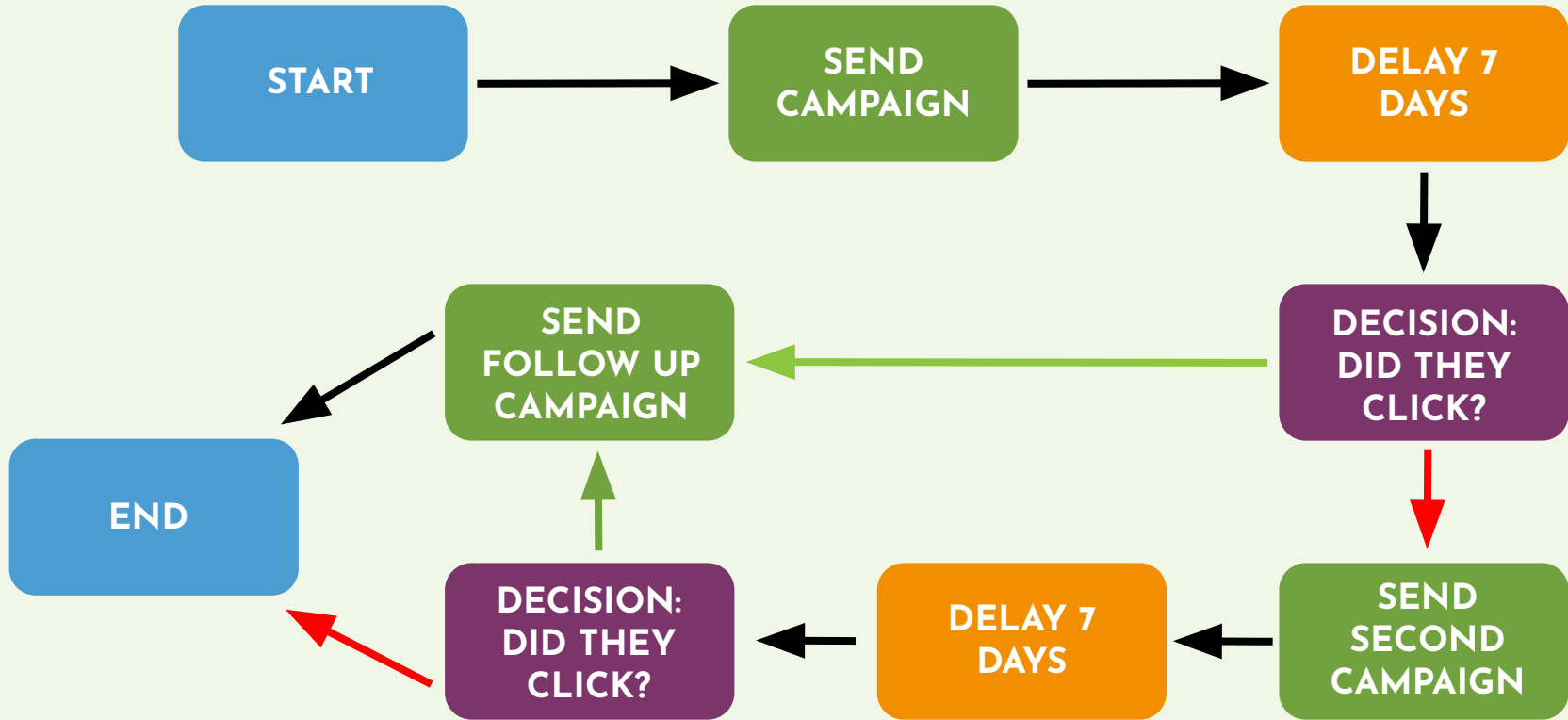
The **text label** lets you annotate and note the end of your program.

The screenshot shows a software interface for building a program. At the top, there are two tabs: "EXIT CONDITIONS" (with a count of 3) and "UTILITIES" (with a dropdown arrow). Below the tabs, the "EXIT CONDITIONS" section is active and contains three items:

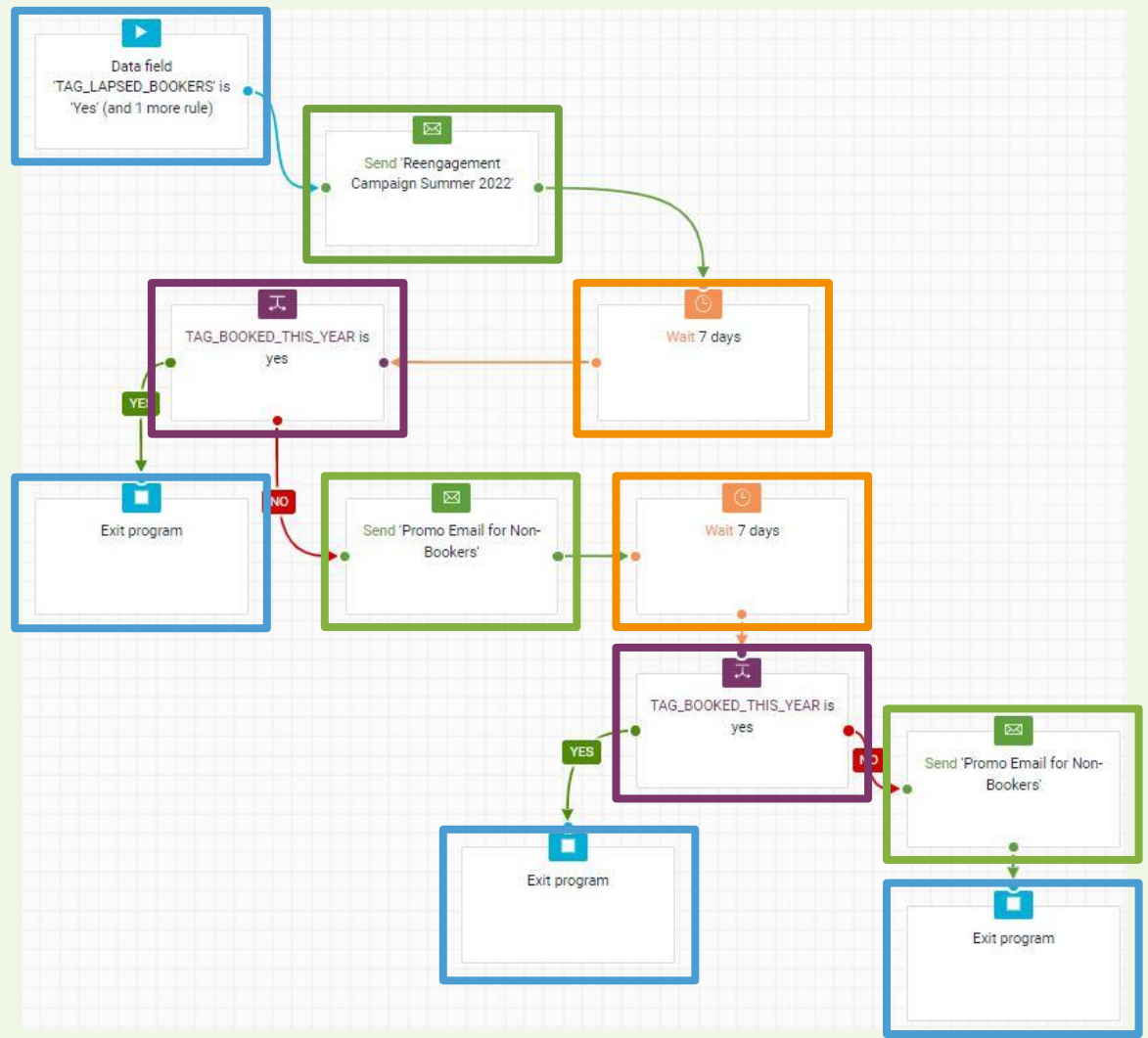
- Contacts will exit the program on:**
 - Reaching one of the end nodes (8k)
 - Unsubscribing from the account (130)
- Or on meeting one of these rules:**
 - Has booked (lost first time booker tag) (7.3k)

The background shows a grid of other building blocks, including "Decision" nodes and "Text label" nodes.

Program Building Blocks



Lapsed Customer



FEATURE SPOTLIGHT:

Programs in Practice

Examples of real life **programs** out in the wild!



N

Drag segments to determine criteria:

 drop here to delete

Not FTB up to 8 days ago

AND

Not Booked a 2nd show

AND

Not Exclusions

AND

Not Members & Supporters

AND

Not Used Welcome Back offer

AND

We'd love to welcome you back, so here's **50% off your next booking** for **ANY SHOW*** in our upcoming programme! Just use promo code **WELCOME** when booking your next show online, by phone, or in person at our Box Office.

Hurry, you've only got 7 days to use this offer!



Dear Miranda,

**Don't forget, you've got just 1 day left on your 50% offer
code.**

Just use promo code **THANKS** when booking your next show online, by
phone, or in person at our Box Office.



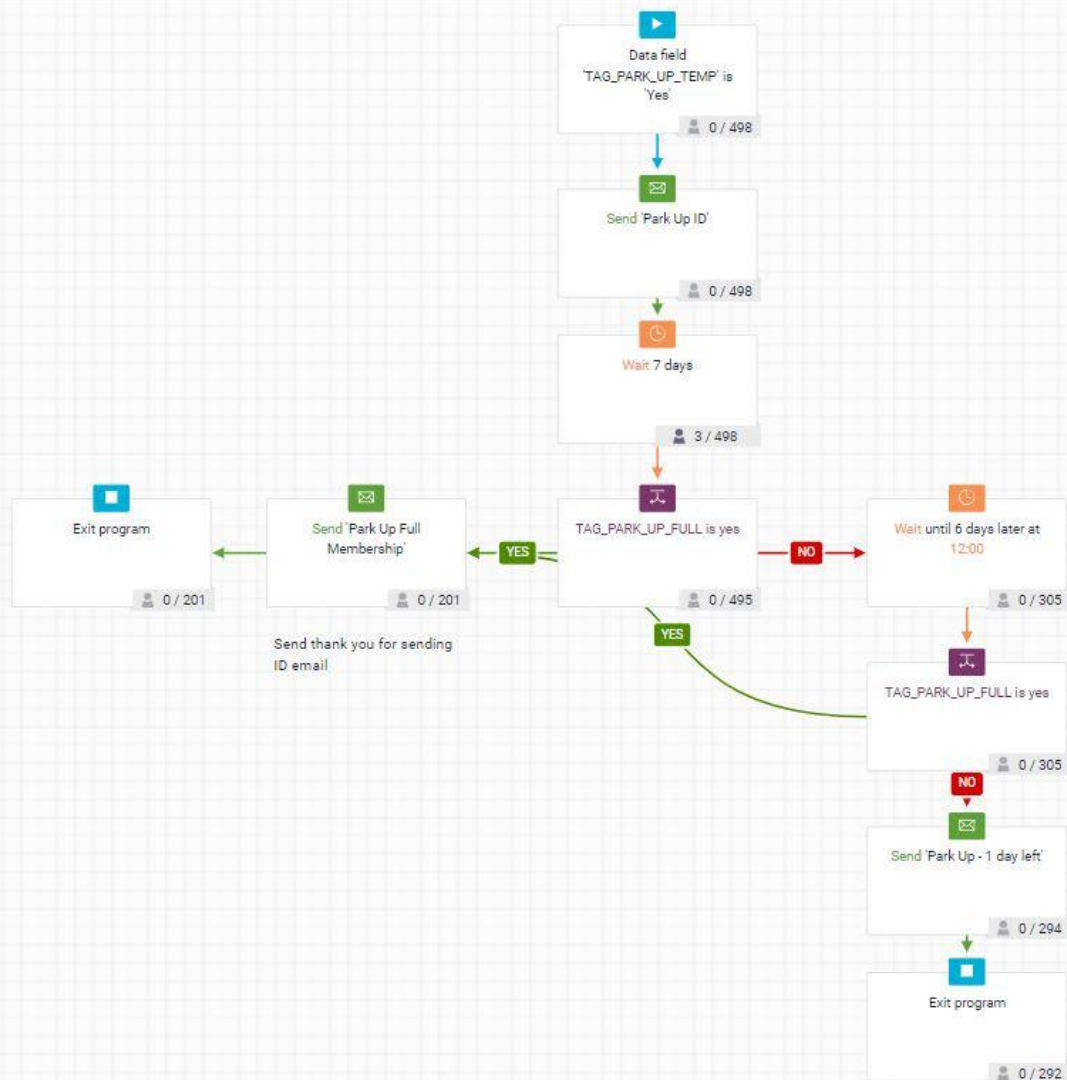
Dear Miranda,

Because we'd really love to have you back, we're extending your half price offer code for an extra 24 hours. (Hooray!)

Just use promo code ~~THANKS~~ when booking your next show online, by phone, or in person at our Box Office by **midnight tomorrow**.*



Park Theatre





Park Up

Live your best Park life

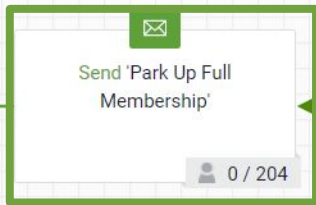
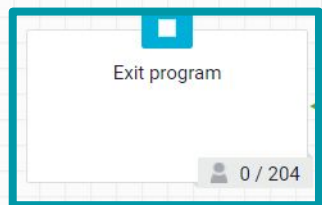


Unlock your full membership - send us your ID today

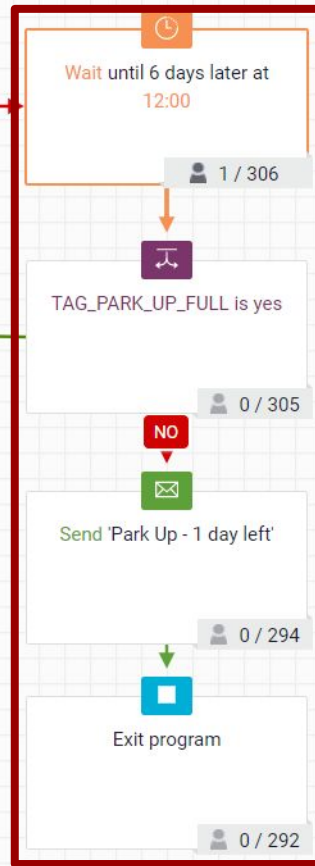
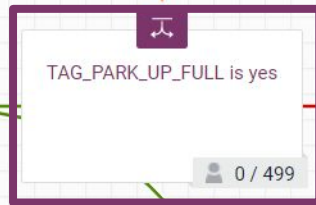
Congratulations! You now have a **temporary 2 week Park Up membership*** and can book those hot tickets. To keep living your best Park life with discounted tickets, food, drink and masterclasses, you need to send us proof of age by emailing a picture of your ID (Passport, Drivers Licence or UK ID Card) to boxoffice@parktheatre.co.uk. You only need to do this once and then you're all set until the membership expires on the date of your 27th birthday.

*Please note: If you don't provide us with proof of age within 2 weeks your Park Up membership will expire.

Park Theatre



Send thank you for sending ID email



Send you have one day left to send ID email



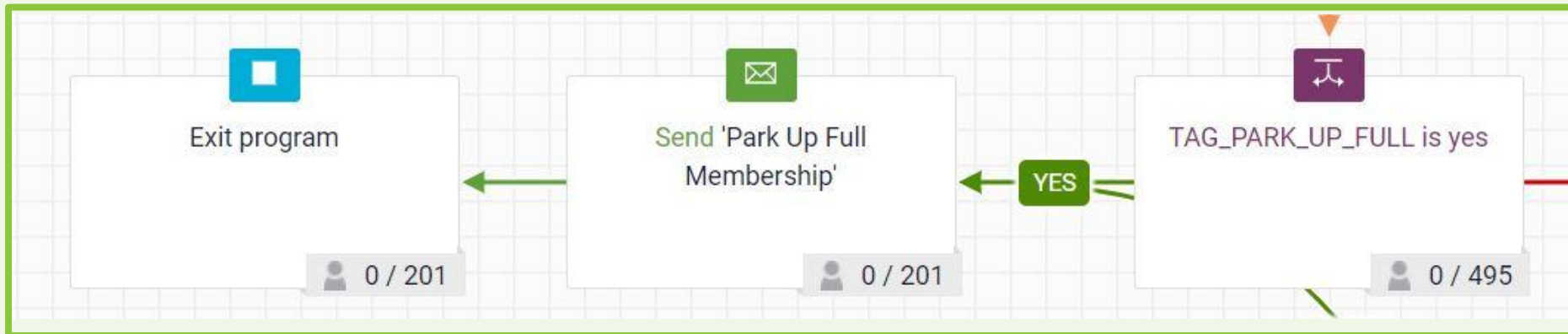
You have 1 day left to unlock your full membership!

Quick, send us a picture of of ID! Your temporary **2 week membership is nearly up**, but we still want you to be able to book those hot tickets. To keep living your best Park life with discounted tickets, food, drink and masterclasses, you need to **send us proof of age*** by emailing a picture of your ID (Passport, Drivers Licence or UK ID Card) to boxoffice@parktheatre.co.uk.

*Then we can activate a full membership on your account which expires on the day of your 27th birthday.

Don't delay - here's what you could be missing





You are now a full Park Up member!

Congratulations! You are now a full Park Up member and have access to the full range of benefits:

- **£10 tickets** during the first week of shows
- £5 on the day **rush tickets**
- **10% discount** in our Cafe Bar
- **Cheap Tuesdays** with special food or drink offers
- Discounted, last minute **rehearsal space** hire
- **Masterclasses** led by industry professionals

Here's what you can book in for with your new membership

Ready to use programs

Email campaigns ▾ Automation ▾ Contacts ▾ Reporting ▾ 👑 📧 MA

Choose a template

- All >
- Get started (4)
- GDPR (2)
- Engagement (12)
- Loyalty (5)
- Event (3)
- E-commerce (7)
- SMS (5)
- Re-Targeting (2)

Get started

- Blank Template
- Birthday Program**
SELECT
- Re-engagement program
- Welcome program

GDPR

- GDPR - Don't Leave Us!
- GDPR - Double Opt-In

Birthday program

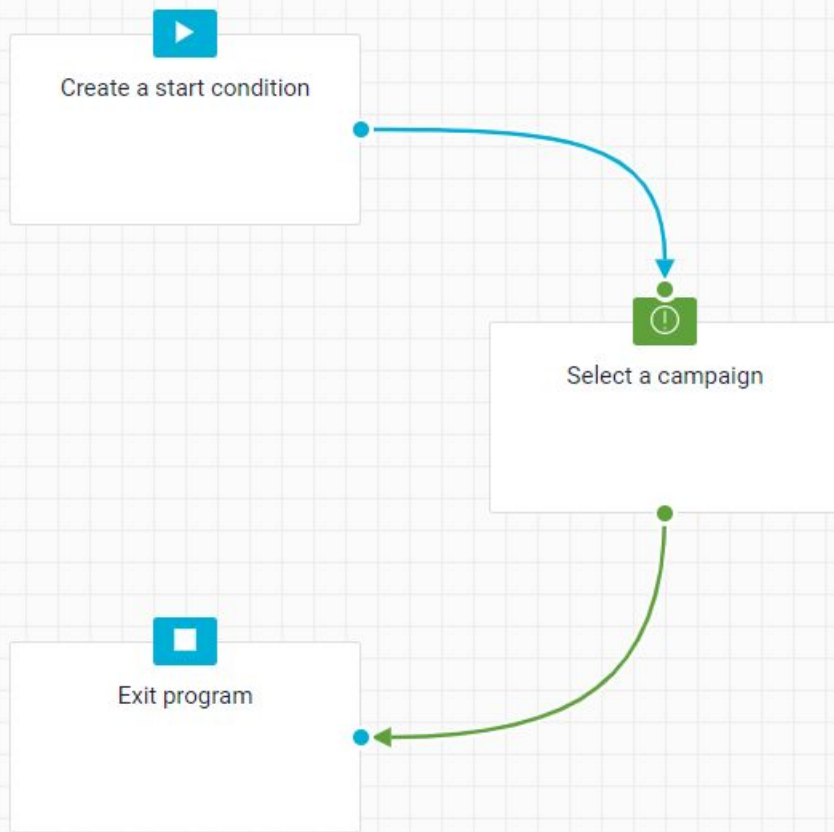
Help your contacts celebrate their birthday by sending them a message or personalised offer using this simple program. Contacts will continue to receive it annually until they unsubscribe.

What you will need beforehand

This program uses a custom contact datafield which is identified as a contacts birthday. For help with creating custom datafields, please see our help centre.

How to get started

1. Select a daily schedule which adds contacts to the program 0 days after the selected datafield is triggered. Ensure that the option for Birthday/Anniversary is selected.
2. Create or select the campaign to send
3. That's it! Contacts will automatically exit this program until they are enrolled again in a year.



Takeaways

- ❑ Align with your business goals.
- ❑ Segment smartly.
- ❑ What processes can you automate?
- ❑ Map out your Programs.