Guest Speaker

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From Overload to Efficiency: Making Dynamic Content Work

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Spektrix User Since 2016

The Challenge: Three Groups, Three Needs

Email strategy: Behind the scenes and interesting show info and exclude ticket holders from sales emails → seemed logical. But then we heard from our patrons:

Patrons revealed 3 groups with different needs:

• Ticket buyers → want insider content, not excluded

• Subscribers → want reminders, not sales pitches

• Non-buyers → need BUY TICKETS

Challenge Recap:

1. Patron expectations rising → demand for personalization

2. Staff capacity shrinking → manual work tripled

3. Strategic tension → serving patrons vs. straining staff

At first: 3 separate emails → 3x build time, higher error risk, staff strain

The Solution: Dynamic Content + Tags

Integrated dynamic content → 90% same email, only CTA (Call to Action) block changes

Auto-tags in Spektrix: buyers per show, subscribers, first timers (later)

Calls to action personalized:

• Non-buyers → "*BUY TICKETS*"

• Subscribers → "*Redeem Your Subscription Tickets*

• Ticket buyers → "*See You Soon!*" or blank

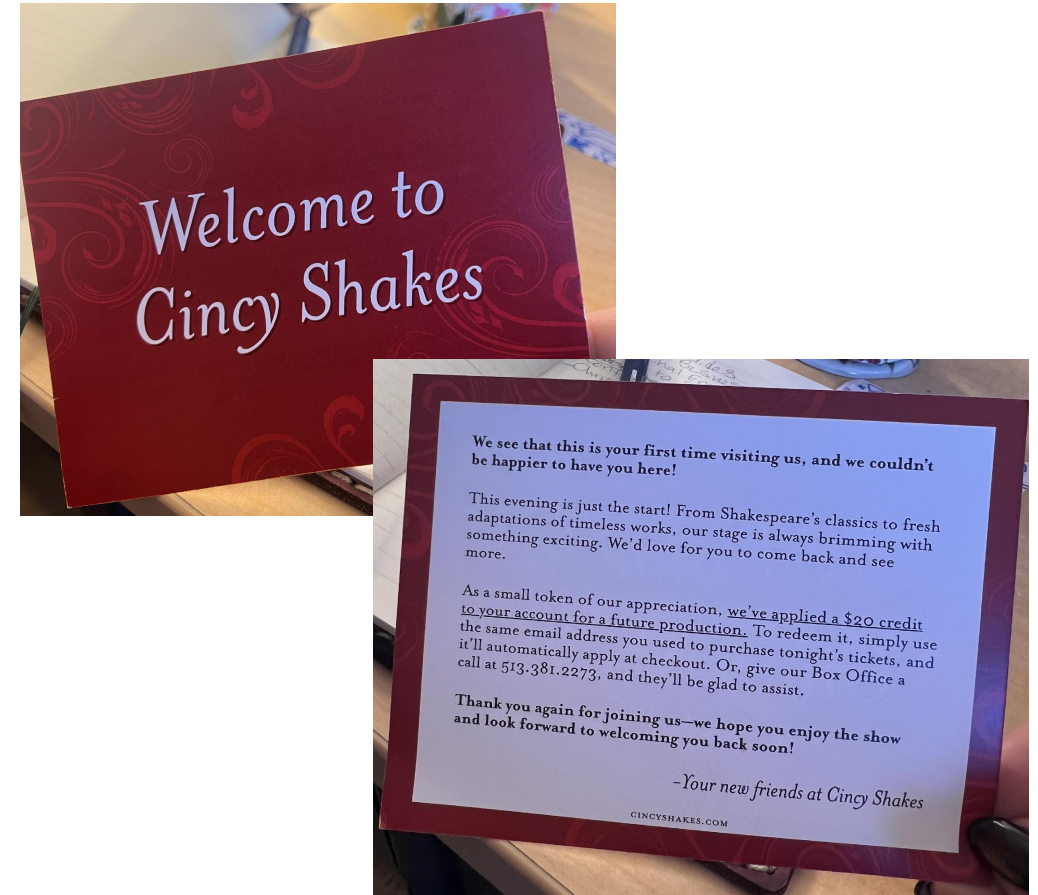**Result:** Saved time, improved engagement, sustainable personalization
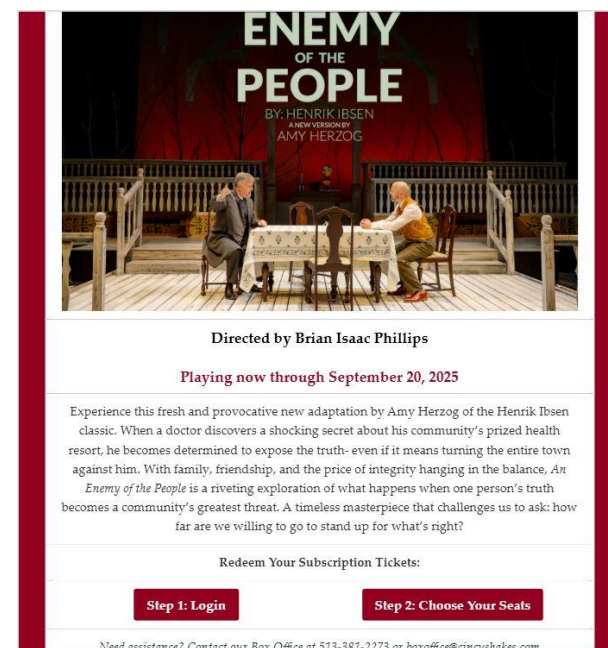
Expanding Dynamic Content: First Timers

After initial success with dynamic content in emails, we expanded it to our First Timer Program.

Three automated touchpoints:

1. **Pre-show email** → dynamic block with newcomer info

2. **At the show** → Spektrix schedule report flags first timers; welcome card placed on their seat + $20 credit automatically applied to their account.

3. **Post-show email** → personal thank and reminder of $20 offer

The Lift: Heavy setup upfront → now 'set it & forget it'

Welcome to Cincy Shakes

We see that this is your first time visiting us, and we couldn't be happier to have you here!

This evening is just the start! From Shakespeare's classics to fresh adaptations of timeless works, our stage is always brimming with something exciting. We'd love for you to come back and see more.

As a small token of our appreciation, we've applied a $20 credit to your account for a future production. To redeem it, simply use the same email address you used to purchase tonight's tickets, and it'll automatically apply at checkout. Or, give our Box Office a call at 513.381.2273, and they'll be glad to assist.

Thank you again for joining us—we hope you enjoy the show and look forward to welcoming you back soon!

–Your new friends at Cincy Shakes

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Listening to Patrons + Leveraging New Features

Digital Passes:
- Patrons asked for Apple/Google Wallet integration
- Faster scanning, strong positive feedback

Spektrix Payments:
- Cut processing fees in half
- More transparency in charges
- Future: pass savings on to patrons with lower fees

Takeaway: Small upgrades → Big impact

Results + Peer-to-Peer Advice

What we learned:

• Patrons feel recognized → dynamic content, first-timer touches, digital passes

• Team gained efficiency → one email vs. three, automation, wallet tickets

• Organization benefits → lower fees, more transparency, reinvest resources

Advice:

• Keep a close eye on regular updates from Spektrix

• The right ones can be transformative (Dynamic Content, Passes, Payments)

• Stay curious, test features, and give feedback

• Wins come from staying engaged and experimenting

Thank you!

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