

Guest Speaker



Kylie Lucille Stover
Director of Ticketing and
Audience Services

lookingglass



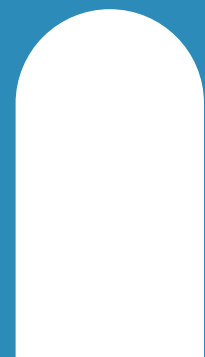
lookingglass

DATA & SYSTEM CLEAN UP

KYLIE LUCILLE STOVER

DIRECTOR OF TICKETING & AUDIENCE SERVICES

LOOKINGGLASS THEATRE COMPANY



BACKGROUND

- Switched to Spektrix in early 2020 and imported data from multiple systems
- Experienced two production pauses 2020–2022, 2023–2025
- Realized we had an opportunity to build the system in a way that works for us
- Hired 2 Development people, a new Marketing Manager and restructured staff, which allowed for more Spektrix support and clean slate

GOALS

- Make our system easier to work with, make data easier to locate
- Enhance communication and collaboration between departments
- More accurate reporting for Marketing, Development, and Ticketing
- More targeted asks, campaigns, initiatives
- Clean up customer accounts that were bulk imported and have not been active
- Reengage patrons after our pauses

PROJECT DEVELOPMENT

Establish system standards

1

Clean up system

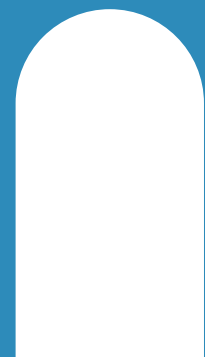
2


Clean up customers

3

Sales and Customer Data		
	Question	What does the data tell you?
Duplicate Customers	Are there a large number of Duplicate customers (Also check for duplicate email attribute)	Josh work, kylie implement box office p
Customer Attributes	Are there lots of unused attributes, attributes that should be tags, or free text that should be drop downs?	Mantra
Tags	Are there unused tags, duplicate tags, are they organised into tag groups?	Kylie
Potential innactive customers	Have you identified customers which are innactive and could be either re-engaged, excluded from regular	Mantra report: deactivate pre-2015, re
Potential Duplicate Tag/Customer Group	Are you highlighting duplicate customers to sales staff?	Kylie
Self-declaration tag groups	Are tags set up for customers to self record access requirements. Do these in turn power any offers or locks?	Kylie
Address Fields	Are the customer address/s inthe correct format?	Josh to create standard
Admin		
	Use	
Event Attributes	Are Event Attributes being used or are there unused ones?	
Instance Attributes	Are Instance Attributes being used or are there unused ones?	
Confirmation Text	Are you using the Confirmation Text attribute on events and/or Instances (e.g. Warning Show Contains Strobe Lighting)	
Membership Upsells	Are you utilising any native functionality to upsell Memberships?	
Attributes in reports, customer lists, offers	Are you using attributes to power more complex concepts like criteria sets, to future proof offers or to segment in customer lists?	
Insights and Mailings		
	Use	
Unused Reports	Any old reports that can be removed?	Mantra
Global Segments	Are you using Global Segments for regularly used filters or to record KPIs (Regular booker visits X times a Y, Lapsed Booker hasnt visited in X years, Drive TimePostcodes)	Mantra - devo; Kylie - box office; Josh -
Reporting Folders	The Reports are tidy and organised into folders	Mantra
Email		
	Use	
Mailing Categories	Mailings are catagorised to aid future reporting?	
Email automation	Emails are sent automatically to customers for donations/memberships?	
Dotdigital Programmes	Are you using Dotdigital programmes for Welcome email, re-engagement campaigns etc?	
Settings		
	Use	


SYSTEM STANDARDS



 ID: 1-7922-37VZ
 Title:
 Last name: Essex
 First name: Josh
 Email: jesssex@lookingglasstheatre.org
 Phone: 716-392-1949
 Cell phone: 716-392-1949
 Date of birth: 12/3/1996
 Age: 28
 Active: ☒
 Online account active: ☒
 Recognition Name :
 Suffix:
 Additional Emails:
 Additional Phones:
 Gender:
 Pronoun:

Household

 Jessie Bolger ☐ Primary
 Josh Essex ☒

Addressee name: Josh Essex & Jessie Bolger 

Addresses

Josh Essex  
 1264 W Leland Ave
 Apt. 2
 Chicago
 Illinois
 60614
 United States

☒ Default Billing
☒ Default Delivery

[Address Slip](#)

FY25 GglassFest 3 Bundle

Bundle 3 readings for \$45

FY25 GglassFest 3 Student Bundle

Bundle 3 readings for \$20

FY25 GglassFest 5 Bundle

Bundle 5 readings for \$60

FY25 GglassFest 5 Student Bundle

Bundle 5 readings for \$30

FY25 GglassFest List trades

15% off GglassFest tickets

FY25 GglassFest Student Discount**FY25 Summerglass Sibling**

\$20 discount for siblings

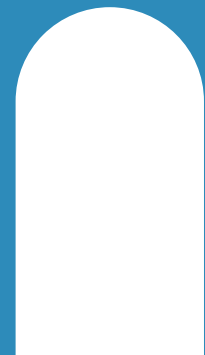
FY26 Memberscriber Ticket Perk

15% off additional tickets purchased by Memberscribers in FY25

Phone Number: has dashes and no spaces, i.e. 123-456-7890

Address: Includes St or Rd or Ave etc. if known. Has unit or apt number on second line. Is not all caps for no reason.

SYSTEM CLEAN UP



Tag Groups

Name	Description	On web	
Archive		<input type="checkbox"/>	Delete
Development		<input type="checkbox"/>	Delete
Marketing		<input type="checkbox"/>	Delete
Education		<input type="checkbox"/>	Delete
Lookingglass	LTC Stakeholders, last updated 9/1/24	<input type="checkbox"/>	Delete
Accessible Services	Please contact us at box@lookingglasstheatre.org if a service you are interested in is not listed.	<input checked="" type="checkbox"/>	Delete
DotDigital Sync	DO NOT DELETE	<input type="checkbox"/>	Delete
Events	Free or off-site events	<input type="checkbox"/>	Delete
Potential Duplicates	Auto-running to flag potential duplicate accounts	<input type="checkbox"/>	Delete
This FY	Current FY Donor Giving Levels	<input type="checkbox"/>	Delete
Last FY	Last FY Donor Giving Levels	<input type="checkbox"/>	Delete



Add

Merchandise Search

Name:	Quantity between:	and:	Active?	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="button" value="Search"/>

Name	Description	Quantity	
<u>\$5 Beer</u>		-	<input type="button" value="Adjust Qty"/>
<u>\$5 wine</u>		-	<input type="button" value="Adjust Qty"/>
<u>` Glass Chapters Sat 11am Fall</u>		-	<input type="button" value="Adjust Qty"/>
<u>` Glass Chapters Sat 11am Spring</u>		-	<input type="button" value="Adjust Qty"/>
<u>` Glass Chapters Sat 11am Winter</u>		-	<input type="button" value="Adjust Qty"/>
<u>123 Painting!</u>		-	<input type="button" value="Adjust Qty"/>
<u>1718 Credit Card Fee</u>		-	<input type="button" value="Adjust Qty"/>
<u>1819 Subscription Fee</u>		-	<input type="button" value="Adjust Qty"/>
<u>1920 Subscription Fee</u>		-	<input type="button" value="Adjust Qty"/>
<u>1WTSU: bottled water</u>		-	<input type="button" value="Adjust Qty"/>

Merchandise Search

Stock Item Name:

 **Search**

In Basket






No merchandise items can be found.

General Comp		<input type="checkbox"/>		Edit To web Attributes
Press Comp		<input type="checkbox"/>		Edit To web Attributes
Understudy Comp		<input type="checkbox"/>		Edit To web Attributes
Student Tickets		<input type="checkbox"/>		Edit To web Attributes
Marketing Comp		<input type="checkbox"/>		Edit To web Attributes
Hot Tix Friday		<input type="checkbox"/>		Edit To web Attributes
Papering Comp		<input type="checkbox"/>		Edit To web Attributes
Magnificent Gift Pass		<input type="checkbox"/>		Edit To web Attributes
DATENIGHT \$34 Tickets		<input type="checkbox"/>		Edit To web Attributes
Development Comp		<input type="checkbox"/>		Edit To web Attributes
Panelist Comp		<input type="checkbox"/>		Edit To web Attributes
Badge \$34 Ticket		<input type="checkbox"/>		Edit To web Attributes
Voucher Comps		<input type="checkbox"/>		Edit To web Attributes
Goldstar		<input type="checkbox"/>		Edit To web Attributes
Industry Comp		<input type="checkbox"/>		Edit To web Attributes
TheaterMania \$5 Off		<input type="checkbox"/>		Edit To web Attributes
Industry \$20 Preview Ticket		<input type="checkbox"/>		Edit To web Attributes
Student \$15 Preview Ticket		<input type="checkbox"/>		Edit To web Attributes
Hot Tix Early Previews		<input type="checkbox"/>		Edit To web Attributes
		<input type="checkbox"/>		Edit To web Attributes

Ticket Types

Web Types

View Inactive? ☐

Name	Description	Active	Will Call	Post	Print	
Regular		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Edit  To normal Attributes
Student		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Edit  To normal Attributes
Web Availability This sets when delivery methods should become unavailable for website users (in amount of time before event instances start). Negative numbers can be used if the delivery method is available after the event instance starts.		Days:	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	 Edit
		Hours:	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	
		Minutes:	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	
		Suppress if possible:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Always available:	<input checked="" type="radio"/>	<input type="radio"/>		

Normal Types

Name	Description	Active		
Comp Ticket		<input checked="" type="checkbox"/>		 Edit  To web Attributes
Group		<input checked="" type="checkbox"/>		 Edit  To web Attributes


New Ticket Type

☒ Web Type ☐ Normal Type

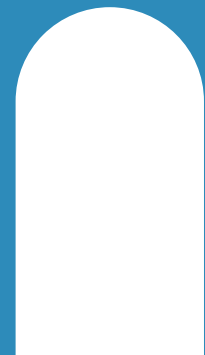
Name	Description	Active	Will Call	Post	Print	
<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Member ticket: ☐

Digonex Dynamic Pricing:

 Add

CUSTOMER CLEAN UP



Customer Groups

Ensemble

Current Lookingglass Ensemble Members



Board

Current Board, Emeritus Board, or Former Board Members



Major Donor

given \$10k+ in a single year since FY18



Artistic Associates

Current Lookingglass Artistic Associates



Season Team Member

Cast, crew, designer, etc. during the current season



Memberscribers

Current Memberscribers



Staff

LTC Staff



Jeff Committee Members



Tags:

Potential Duplicates: Potential Duplicates X


Edit Tags

Basic search


Clear Search Options

Search

POTENTIAL D...

 Basel Al-Aswad
130 N Garland Ct, 60602
basela@aol.com



 Basel Al-Aswad
130 N. Garland Ct., 60602
basela1946@gmail.com




 Ms. Cheryl Anderson
825 Forest Ave, 60202
cheryl.anderson@garrett.edu



 Ms. Cindi Anderson
937 W Lakeside Pl, 60640
Cindi.Anderson@emdiesels.com



 Diane Anderson
55 East Erie St, 60611
dmanderson740@gmail.com



 Mrs. Elizabeth Anderson
1945 N Mohawk, 60614
elsanderson@yahoo.com
In a household with others



 Ms. Elizabeth Anderson
1246 W Pratt, 60626




 Stephen Anderson
2137 N Campbell, 60647
xof10k@gmail.com



 Stephen Anderson
3180 N Lake Shore Dr, 60657



 Ms. Anne Andrews
635 Chicago Ave, 60202
andrewslab@hotmail.com



Previous Next

1 2 3 4 5 6 7 ... 180



Add new individual



Add new organization

Customer List Builder

Pre-filter

Main filter

Output

Choose an action:

Update count

Segment Explorer

Devo

Current FY Donors \$10,00...

Individual Donors

Institutional Giving

Local Segments

activity from 2000-2014

Order activity from 2015- today

Email opens any mailing since...

Is Active

New Local Segment

Name Deactivation List 2025

Description

Audit trail

Drag segments to determine criteria:

☒ Not

Email opens any mailing since 2015

AND

☐ Not

Is Active

AND

☒ Not

Order activity from 2015- today

AND

☒ Not

Has Email

AND

OR

drop criteria here

drop here to delete

Next

Customer List Builder

Pre-filter

Main filter

Output

Choose an action:

Update count

Segment Explorer

Devo

Current FY Donors \$10,00...

Individual Donors

Institutional Giving

Local Segments

Made a Purchase 2015-2021

Made a Purchase from 2022-T...

Has Email Address

Mailings

New Local Segment

Name Reengagement Campaign 2025

Description

Audit trail

Drag segments to determine criteria:

Not

Made a Purchase 2015-2021

AND

Made a Purchase from 2022-Today

AND

Not

Has Email Address

OR

drop criteria here

drop here to delete

Next

CONCLUSIONS

- System clean up and standardization
 - Easier to locate information and patrons
 - Easier to keep data clean
- Cross Department Communication & collaboration
 - Working on making the system work for us
 - Helpful to know how each interface impacts one another
- Ongoing & Evolving process
 - Year long process, small steps will take time
 - Still ongoing
 - build sustainable practices that work for your organization

THANK YOU!

KSTOVER@LOOKINGGLASSTHEATRE.ORG

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