



Guest Speakers



Cristina Greenfield
Marketing Manager



Melinda Graber
Digital Marketing
Manager

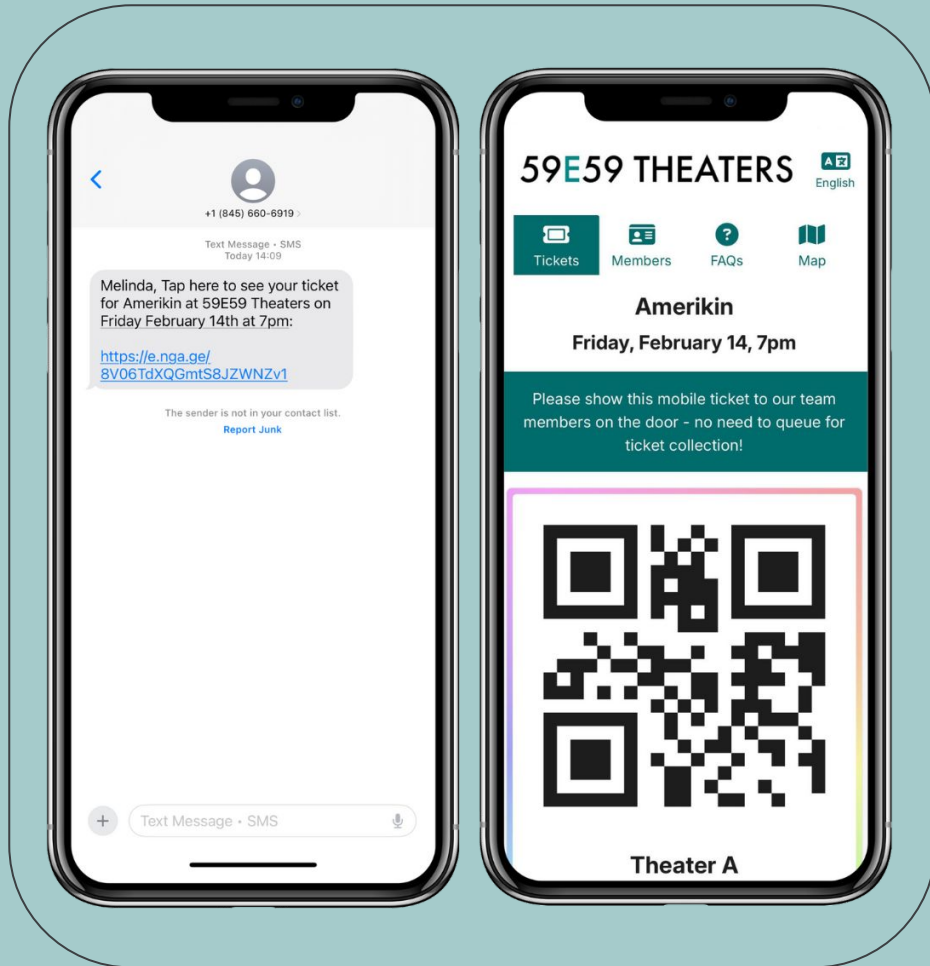
59E59 THEATERS



Cristina Greenfield and Melinda Graber

Leveraging crowdEngage

59E59 Theaters



What is crowdEngage?

Pre-show reminders

Text messages

Mobile tickets

Bar menu integration

Member cards

Easily connects to Spektrix

Goals of using crowdEngage

1

Improve
Patron
Experience

2

Simplify
Staff
Processes

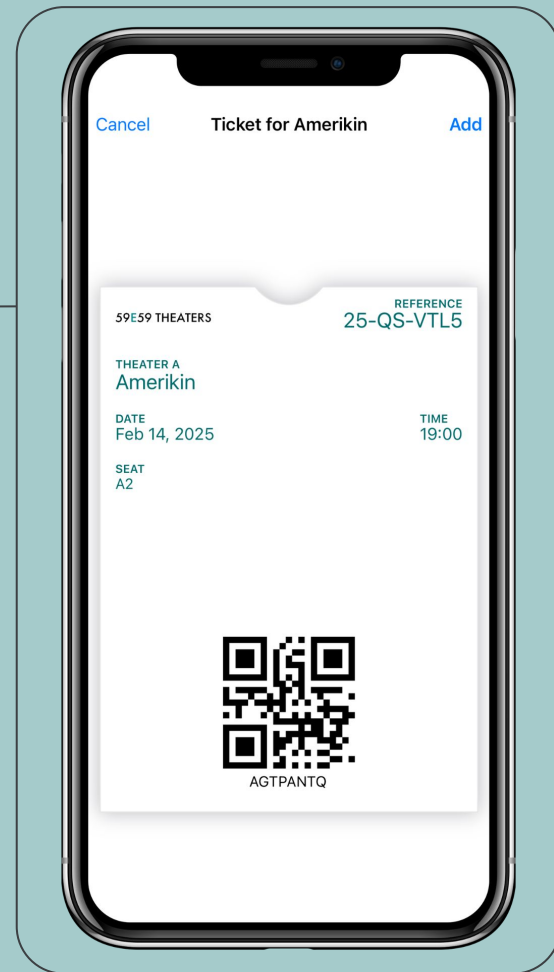
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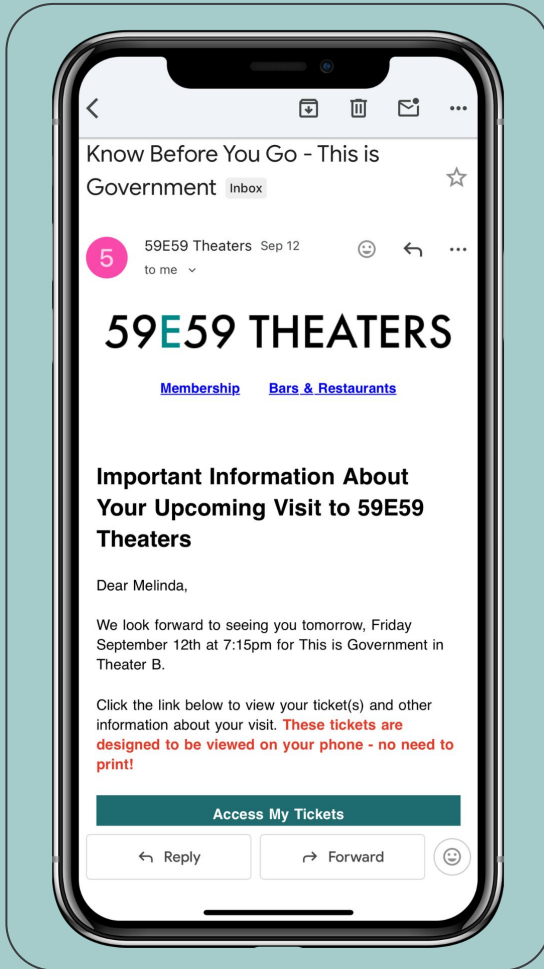
Increase
Post-Show
Survey
Responses

1 Improve Patron Experience

- Ability to “Add to Wallet” immediately upon purchase
- Pre-show email and text with link to mobile tickets
- Simple and focused communication

- Ease of finding tickets/availability to add to wallet
- Faster check-in with FOH
- Patrons still have the option to choose what works best for them





2

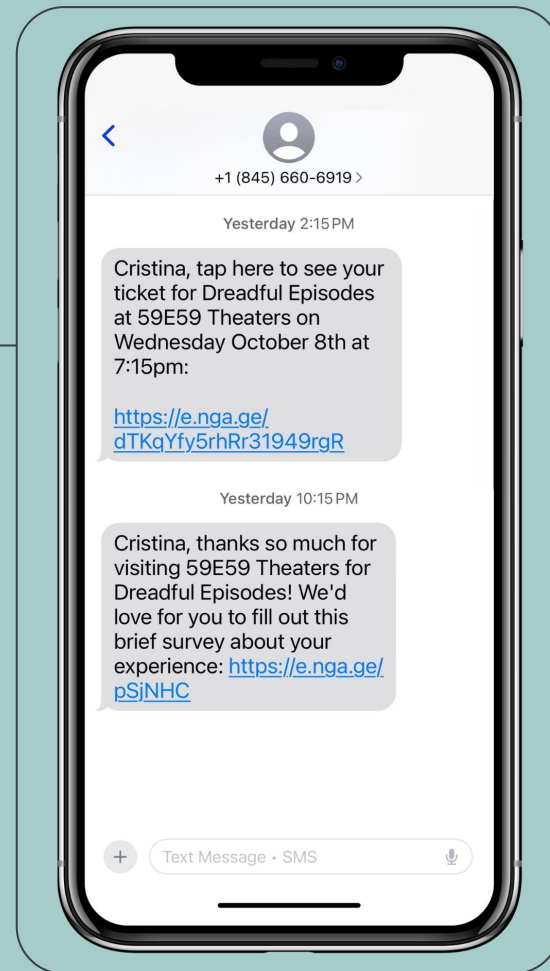
Simplify Staff Processes

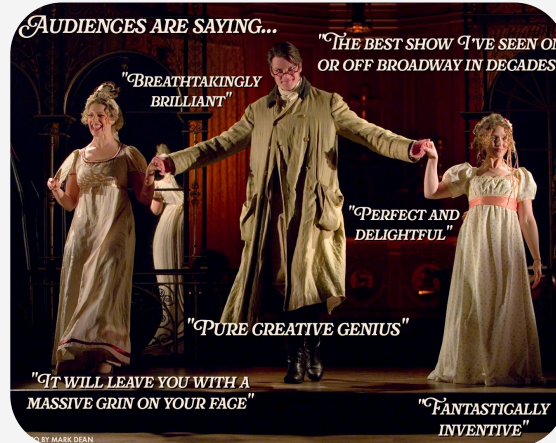
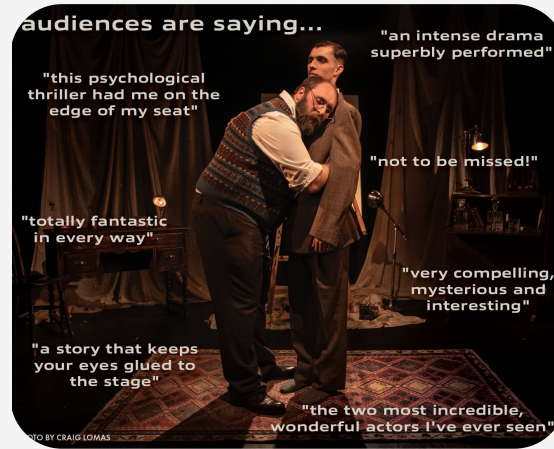
- One pre-show email template with Spektrix integration for dynamic content
- Box office no longer has to manually regenerate e-tickets daily
- Digital Member Cards
- Patrons can send tickets to the rest of their party

3

Increase Post-Show Survey Responses

- Post-Show text sends 3 hours after start time with survey link
- Surveys provide useful feedback
- In an unpredictable press landscape, the surveys help us get audience quotes to use in marketing campaigns
- Surveys are built and stored in Dotdigital





Real Audience Quotes in Action

Texts vs. Emails

61.1%

Avg. Text
Click Rate

39.9%

Avg. Email
Click Rate

"Having tickets texted to me the day of was very helpful."

"Sending tickets via text made them easy to access at the theater."

"Fast check in as the ticket is electronic."

"It seems like you've upgraded the ticket process. I loved the fact that I could put my ticket in my wallet rather than go to a website."

Survey Responses

	2024	2025	Difference
Total	1,319	4,182	+217.06%
Theater A	630	2,294	+264.13%
Theater B	471	1,138	+141.61%
Theater C	218	750	+244.04%

"It's silly, but Louise's false eyelashes were distracting. Other than that, an absolute delight"

"The biggest improvement would be to move the theater downtown!"

"More bathrooms upstairs"

"Waiting area is still small"

"Faster elevator. Wait for elevator too long."

"Batman was great. Friendly."

“Would have been nice to be able to easily buy a drink before the show. It was a very hot day & we had to walk several blocks downtown from the theater to buy a cold bottle of water.”

“I think you need to sell some refreshments at the theater”

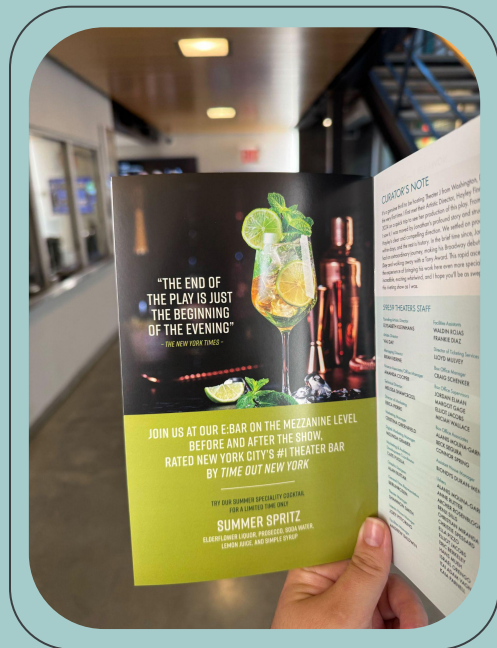
Serve coffee

“Wish you had a larger space for drinks, i.e Pret a manger type”

“Selling snacks and drinks would be nice I was starving”



Advertising our not-so-secret secret bar





“KEEP MOVING FORWARD.”



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