SPEKTRIX

Email Automation
Powered by Insights

Spektrix & Dotdigital

Two systems, one solution

SPEKTRIX

One off emails
Scheduled Customer Lists
Pre/Post show

Customers, Tags,
Attributes and
Calculated Metrics

dotdigital

Reporting
Segmentation

Opens, clicks and
unsubscribes

Marketing Automations
Facebook / Google Ads

Personalisation

Park Theatre

- Lapsed Booker Program that increases incentives over time

- **Personalised** Events using the Audience Agency Segmentation model

- **Over £2000** in direct revenue.

No images? Click here

Welcome back

Have a drink on us!

COMPLIMENTARY DRINKS OFFER
Pre-order two drinks for free with the promotional code

Default Version

Your Top Picks

How to Fight Loneliness

16 Apr – 24 May

In this timely, dark, and dazzling UK premiere, Tony Award-nominated **Neil LaBute** (*The Shape of Things*) takes an unflinching look at how we

Jab

1 Apr – 26 Apr

This 'COVID-era defining play' (★★★★ Theatre Weekly) explores power, gender, domestic violence and the limits of love when NHS worker Anne is forced to lockdown with anti-vaxxer husband

Version B
Tag: Kaleidoscope Creativity

Your Top Picks

Our Cosmic Dust

2 Jun - 5 Jul

Making its English-language debut, this three-time award-winning production blends intricate puppetry, hand-drawn illustrations, and inventive video design to craft a visually stunning and delightfully unexpected theatrical experience.

Book Now

Outpatient

21 May - 7 Jun

Fresh from its award-winning run at the Edinburgh Festival, Harriet Madeley brings her explosive, solo autobiographical comedy.

★★★★ 'Full of hope... you leave ready to embrace the joys of each day' The Stage

Book Now

Version C
Tag: Experience Seekers

Your Top Picks

Our Cosmic Dust

2 Jun - 5 Jul

Making its English-language debut, this three-time award-winning production blends intricate puppetry, hand-drawn illustrations, and inventive video design to craft a visually stunning and delightfully unexpected theatrical experience.

Book Now

Jimmy

23 Jun - 12 Jul

In 1974, Jimmy Connors was the greatest tennis player on Earth. In 1991, he's getting annihilated at the US Open by his arch-nemesis' little brother. What happened next was one of the greatest comebacks in sporting history...

★★★★★ 'A sweatily intense smash-hit' The Telegraph

Book Now

Bradford Theatres

As yesterday was your first time visiting Bradford Theatres, we've got a special offer just for you!

Book tickets for a show at the Alhambra Theatre and receive a free upgrade to our VIP Laidler Lounge. Enjoy a free glass of Taittinger Champagne and a house programme*.

To claim, add the Laidler Lounge as an Add-On when booking a show online, and enter the code LAIDLER in the basket. Or, you can call us on 01274 432000.

*Bookings must be made within one month of receiving this email. The upgrade is for a max of two people. Applicable for Mon-Thu shows, and is subject to availability. House programmes only.
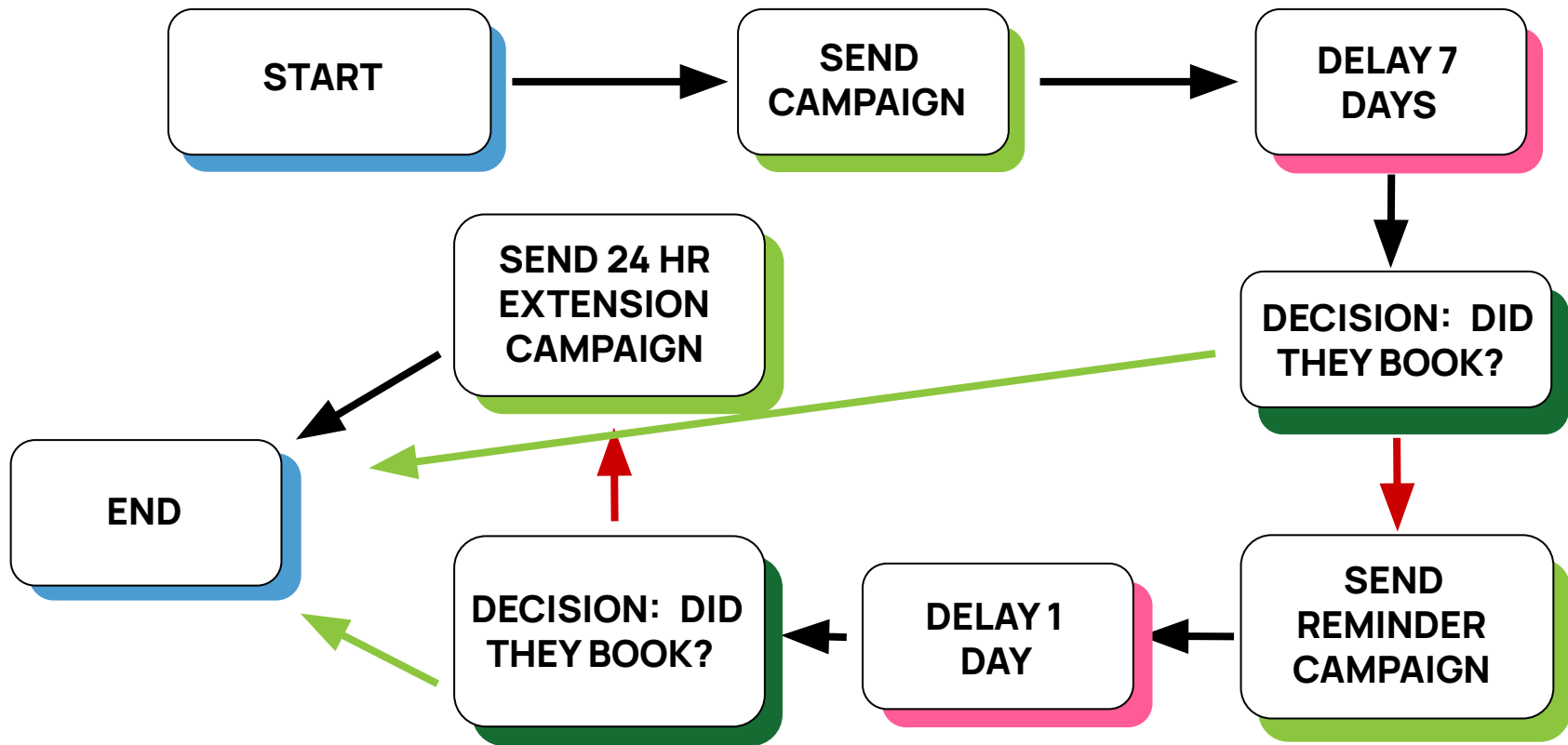
You may also like these upcoming shows...

HAMILTON

MARY POPPINS

- Automated Program targeting first time bookers to bring them back with a free upgrade to their VIP Lounge

- The Program has a **ROI of 3074%**

- **Over £1200** in direct revenue. Customers are also buying additional tickets.

```
START → SEND CAMPAIGN → DELAY 7 DAYS
                              ↓
SEND 24 HR                DECISION:  DID
EXTENSION                 THEY BOOK?
CAMPAIGN
    ↓                         ↓
END ← ← ← ← ← ← ← ← ← ←    SEND
                          REMINDER
DECISION:  DID  ←  DELAY 1  ←  CAMPAIGN
THEY BOOK?         DAY
```

START HERE

Before starting you will need:
- A synced address book
- The calculated metric contact data fields
- Set the Spektrix Sync Exit Condition

This set up is required for all of our Dotdigital Program templates, you can find step by step guidance on the Support Centre by searching for the article Dotdigital Program Templates.

Remember: Regularly click Save to save your progress.

Start Condition:

Enrolment Scheduling
Click **Set Schedule**. Choose **daily**. Set the time of day you want contacts to enrol.

Enrolment Rule
Click **Set Rule**. Choose **Contact date field**, then click **Select Date Field**. With **Trigger from contact date field** selected, choose the on option next to **Add contacts**. From the Date dropdown, choose **Email Created**.

Enrolment Limit
Click **Set Limit**. Choose **Enrol contacts in program only the first time they meet the start criteria**.

Create a start condition

Click on **Select Condition**. Choose **Present in the selected segment**. Click **Create New**. Drag the **Data Fields** metric into **Include contacts that match any of the rules in this group** section. Select **[Click to select data field]**. Choose **NEVERBOOKED** from the list. Make sure the dropdown says **Is yes**.

Maximum wait time
Choose **Immediately**.

Create a rule

YES   NO

Select or create the **triggered** email campaign you want to send to welcome customers who have signed up and have purchased tickets.

Select a campaign

Select or create the **triggered** email campaign you want to send to welcome customers who have signed up and have **not** yet purchased tickets.

Select a campaign

Exit program

Birthday Program Template

Rachael Norris
Updated 17 days ago

The Birthday Program lets you automatically send a personalised email to your contacts on, or around, their birthday.

Before you start, you should be familiar with:

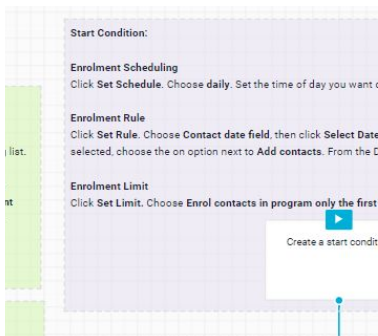✓ **Dotdigital Program Templates**

Why set up a Birthday Program?

You can use a Birthday Program to send birthday wishes to your Customers.

You may also wish to send personalised incentives such as discounted Tickets or comp to encourage your audience to celebrate their birthday with you.

How does it work?

The **date of birth** field in Spektrix can be automatically synced to Dotdigital. This can

---

Start Condition:

Enrolment Scheduling
Click **Set Schedule**. Choose **daily**. Set the time of day you want c

Enrolment Rule
Click **Set Rule**. Choose **Contact date field**, then click **Select Date**
selected, choose the on option next to **Add contacts**. From the D

Enrolment Limit
Click **Set Limit**. Choose **Enrol contacts in program only the first**

Create a start condi

...n list.

Unused Credit Reminder Program Template

Rachael Norris
Updated 16 days ago

You can use an Unused Credit Reminder Program to remind your Customers of any unused Account Credit balance they hold with you.

Before you start, you should be familiar with:

✓ **Dotdigital Program Templates**
✓ **Credit in Spektrix**

...nused Credit Reminder Program?

...out available credit can encourage them to make another purchase and ...tment to providing excellent service.

...omers on your database who have unused credit on their account which they ...s a great opportunity to get them back to your venue.

...mpaign you
...who have
...tickets.

...aign

Lapsed Booker Re-Engagement Program

Rachael Norris
Updated 16 days ago

Our Lapsed Booker Program template is designed to help you encourage Customers who have visited previously to return.

Before you start, you should be familiar with:

✓ **Dotdigital Program Templates**

Why set up a Lapsed Booker Re-engagement Program?

The Lapsed Booker Re-engagement Program lets you automate a number of emails aiming to encourage Customers who haven't purchased tickets in a certain time period to return.

How does it work?

Advanced Personalisation

Product Catalogue

Name: Richard II

Event Id: 142612

Description: Richard II is charismatic, eloquent, and flamboyantly witty. And a disastrous King – dishonest, dangerous, and politically incompetent. Echoing down the centuries is the perennial problem: how to deal with a ruler who has a rock-solid right to rule but is set on wrecking the country he leads.

Status: Live (has live instances)

Date Created: 04 March 2025

Duration: 02:00:00

Image: Remove Image

Image Alt Text: A dimly lit medium shot shows a serious-looking Jonathan Bailey sitting in a corner against a crumbling wall.

Financial Target:

Seats Target:

Enable queueing: ☑ (Queueing is enabled for all events)

Time zone: System Default

Partner Companies:

Genre: Theatre

Price From: From £45.00

Richard II

Url	https://purchase.the-circle.one/EventAvailability?EventId=142612
eventid	142612
apieventid	142612AJGRTVHCVJBBCSDKHGGRQCTHHGP
duration	120
firstinstance	2025-05-13T19:30:00Z
lastinstance	2025-05-23T19:30:00Z
imagealttext	A dimly lit medium shot shows a serious-looking Jonathan Bailey sitting in a corner against a crumbling wall.
eventtimestamputc	2025-03-28T16:20:52.340766Z
description	Richard II is charismatic, eloquent, and flamboyantly witty. And a disastrous King – dishonest, dangerous, and politically incompetent. Echoing down the centuries is the perennial problem: how to deal with a ruler who has a rock-solid right to rule but is set on wrecking the country he leads.
thumbnailurl	https://sysfilessacbe149174fee.blob.core.windows.net/public-container/clients/salesdemo_thecircle/files/a82cf279-a2bb-47db-93a2-168d0d3044ef-thumbnail.jpg
event_attribute_genre	Theatre
event_attribute_price_from	From £45.00

Newsletter May 2025

Demonstration

Create > Content > Test > Contacts

BACK

UTILITIES

SAVE & CONTINUE

SAVE

Build   Styles   Settings

PASTE   LINK   DATA FIELDS   SYMBOL   STYLES   ARIAL   16

Building blocks

Content

- H1 Title
- H2 Subtitle
- H3 Section title
- T Text
- Image
- Image & text
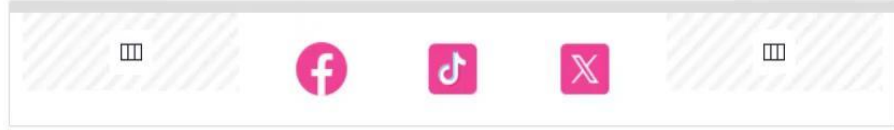- Text & image
- Button
- PayPal

Custom building blocks

Product recommendations

Images

Spektrix

What's On   Subscriptions   Donations   Memberships   Gift Vouchers

Image

The Circle

Summer 2025 - We're gonna need a bigger theatre...

Following Us?

Ensure you always receive our latest news and offers directly in your inbox and not your junk folder by saving our email address: hello@spektrix.com to your address book.

You can change your communication preferences in your account here.

Unsubscribe from ALL emails

Testing Now

Working On

1 Product Blocks for fast Email creation

2 Abandoned Basket emails

3 Personalised Event Recommendations

Get Ready Now!

Ensure you are ready to start using Basket Abandonment Emails as soon as its released

☐ ADD THE BASKET SUMMARY WEB COMPONENT

☐ SET UP GOOGLE TAG MANAGER

☐ DESIGN YOUR EMAIL

Page 13 of your Workbook

Get Ready Now!

Be ready to make the most of the new data by becoming a **Program Pro**

- [ ] BIRTHDAY PROGRAM
- [ ] WELCOME PROGRAM
- [ ] CREDIT REMINDER

- [ ] IMPROVING RETENTION
- [ ] LAPSED BOOKER
- [ ] MAILING LIST RE-ENGAGEMENT