

Client Talk



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Midland Arts Centre

mac

Midlands Arts Centre



MIDLANDS ARTS CENTRE

Spektrix programs



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About MAC

- MAC is a registered arts charity just outside of Birmingham's city centre
- MAC has an independent cinema, a range performance spaces, courses and workshops studios, exhibition spaces, commercial hires and a busy café, bar and express counter
- MAC programmes over 2,000 event instances per year and welcomes around 900,000 visitors



The challenge



Customers forget they have account credit and ask to use it after expiry



How can we be consistent with messaging without impacting workload?



Our strategic aim:
To increase dwell time and for customers to try additional activities

The set up

Unused Credit Reminder

3 EXIT CONDITIONS UTILITIES VIEW REPORT DEACTIVATE THIS PROGRAM

Program nodes

Messaging

- Email campaign
- Messenger
- Push notification

Actions

Contacts will enrol into this program according to the rules below.

Segment name

e.g. Contacts have opened any campaign th

APPLY CANCEL

Behaviours

- Opens
- Clicks
- Sends
- Replies

Data

- Data fields

Sources

- Channels
- Lists
- Preferences

Include contacts that match all the rules in this group

Data field 'WEEKSSINCELASTVISIT' greater than 4

And Or

Data field 'WEEKSTILLNEXTVISIT' must be empty

And Or

Data field 'BALANCE' greater than 0.01

And Or

Data field 'WEEKSSINCELASTVISIT' less than 100

Exclude contacts that match all the rules in this group

Start Condition

Enrolment Scheduling

Click on Set Schedule. Choose daily. Set the time of day you want contacts to enrol.

Enrolment Rule

Click Set Rule. Choose Segment, then click Create New. Drag and drop the Data fields metric into the Include contacts that match all the rules in this group section.

Click on (click to select a datafield). Choose CREDITBALANCE and from the dropdown choose is more than and set the number to the minimum amount of credit you want to remind people about.

Drag and drop another Data fields metric into the Include contacts that match all the rules in this group section. Click (Click to select a datafield) Choose the WEEKSTILLNEXTVISIT data field, choose is empty from the dropdown. Combine them using the And option.

Drag and drop a third Data fields metric into the Include contacts that match all the rules in this group section. Click (Click to select a datafield) Choose the WEEKSSINCELASTVISIT data field, choose is equal to from the dropdown and set the number to the number of weeks since the last visit you want to send the reminder. Combine them using the And option.

Enrolment Limit

Click Set Limit. Choose Re-enrol contacts on the program if they meet the start criteria, but not if they have been enrolled in the last. Set the number to 365 days.

Data field 'WEEKSSINCELASTVISIT' greater than 4 (and 3 more rules) 0 / 161

Select or create the triggered email campaign you want to send to customers to remind them about their credit.

You can use the @CREDITBALANCE data field in the email to show the value of credit the contact has.

Send TRIGGERED - Unused credit reminder - 2024 0 / 161

Exit program 0 / 143

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You've got credit on your MAC account!



Dear Simi

You have £ 0 of credit on your MAC account.

What can my credit be used for?



You can redeem your £ 0 credit and join us for hands-on creative courses, big-screen adventures in MAC's independent cinema, captivating performances, live music or comedy gigs!

Explore what's on at MAC

The set up



And Or

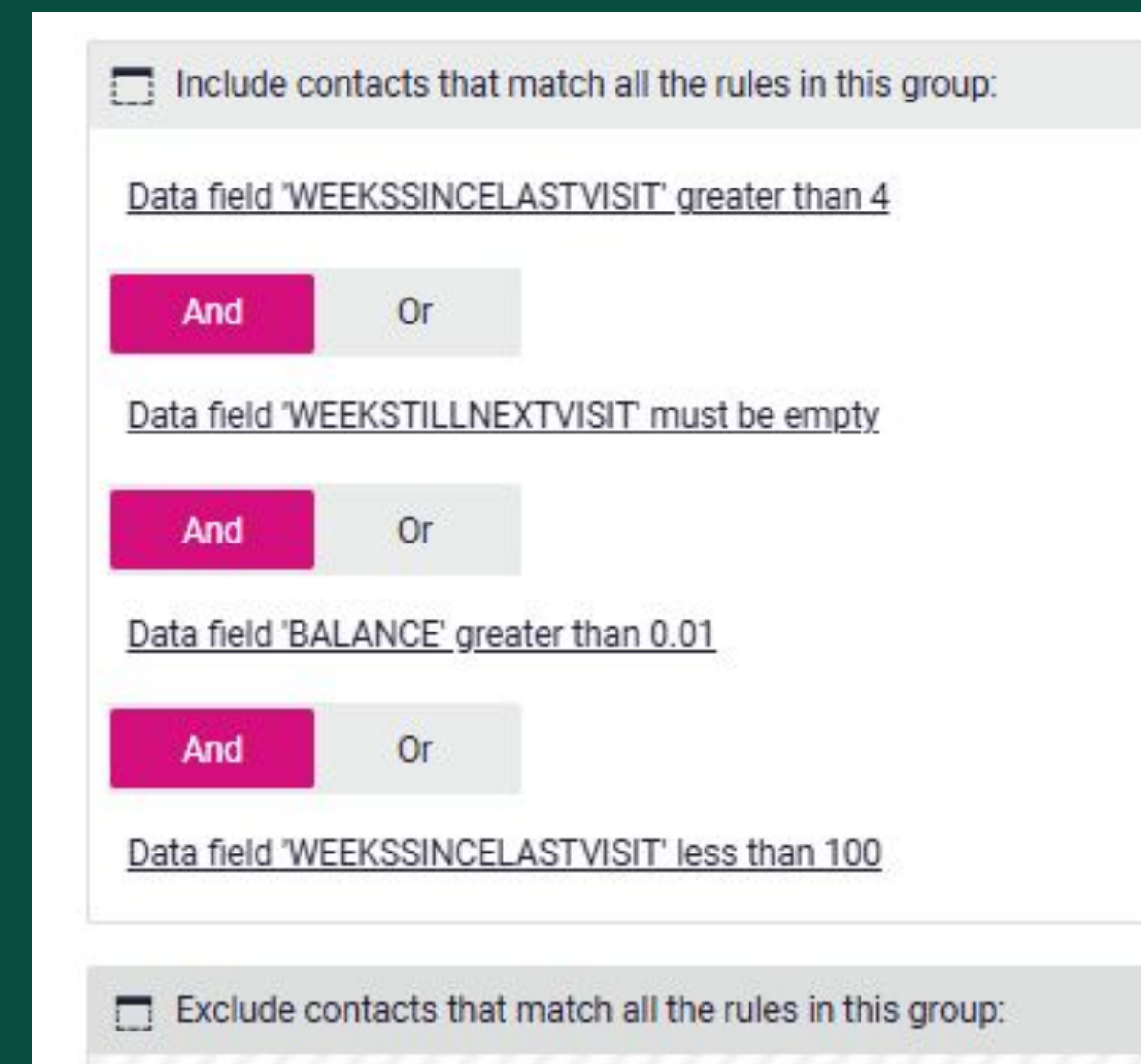
Data field 'WEEKSSINCELASTVISIT' must be equal to 8

Setting the *Weeks Since Last Visit* field as “Must be equal to 8” limited the initial reach of the campaign

We adjusted this to be “greater than 4”
Enrolling more customers in the program

The shorter time period kept the credit
fresh in bookers minds

A second data field closed the last visit
time period to be within 23 months



☐ Include contacts that match all the rules in this group:

Data field 'WEEKSSINCELASTVISIT' greater than 4

And Or

Data field 'WEEKSTILLNEXTVISIT' must be empty

And Or

Data field 'BALANCE' greater than 0.01

And Or

Data field 'WEEKSSINCELASTVISIT' less than 100

☐ Exclude contacts that match all the rules in this group:

The results

Over 6 months, with 139 recipients:

- No unsubscribes, no ISP complaints, one soft bounce
- Unique openers: 81.2%
- Email clickthrough rate: 26.8%
 - UK industry standard is 2.46%
 - Global standard is 1.3%

The results

- 19% of customers went on to use their credit
- Total credit spent: £664.04
- 5% used their credit within 24hrs
- Total spent on top of credit in the same transaction: £1,630.00
- Total spent: £2,294.04
- Total donated: £22.49 (One person donated all of their £19.49 credit)
- **ROI: 550,029%**

The next steps

How else can we use Programs?

- Course reservation reminders
- Encouraging accessible ticket bookers to self tag their accounts

Available templates

- Improving Retention Program
- Birthday Program
- Mailing List Re-engagement Program
- Welcome Program
- Lapsed Booker Program
- Unused credit reminder program

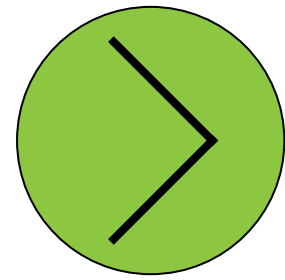


THANK YOU
FOR YOUR ATTENTION



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Client Talk



Emily Corns

Ticketing & Data Geek / Small Business
Owner & Cake Artist

