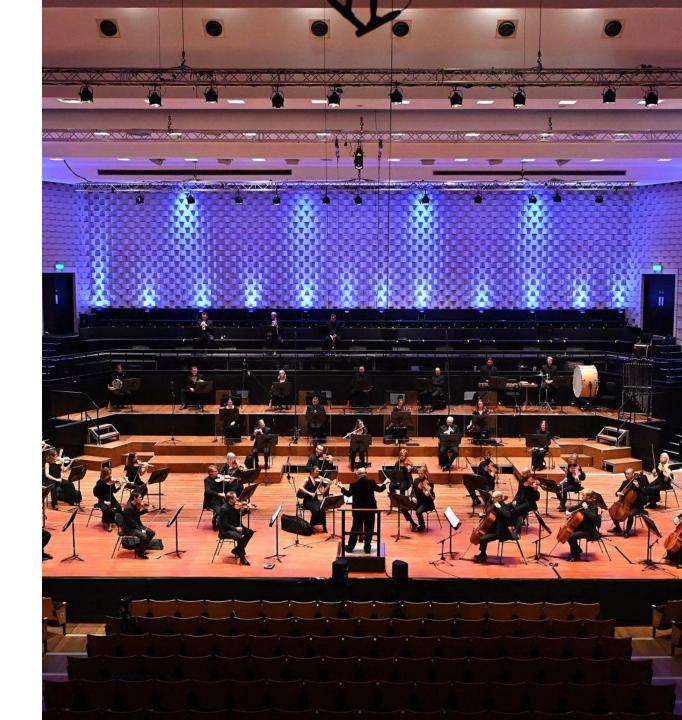




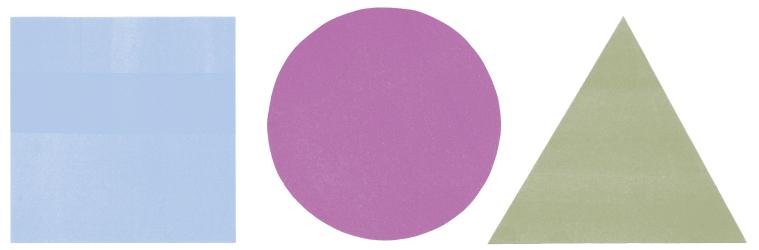
Johanna Perkins Senior Marketing Manager Bournemouth Symphony Orchestra

bournemouth symphony orchestra





Transforming our approach to email marketing





Preview dynamic content Dynamic content for campaign 1715888 (2... Default Classic FM: Hall of Fame Lighthouse, Poole Saturday 20 April Dynamic content for campaign 1715888 (a... Default The last few tickets are still available for next week's evening of essential listening. From wandering the Parisian streets with Gershwin Dynamic content for campaign 1715888 (6... Has South West Tag to bathing in the silvery light of the moon with Debussy, you can witness five of the shining Dynamic content for campaign 1715888 (7... Has East Tag stars of the Hall of Fame in one inspiring Has Home Base Dynamic content for campaign 1715888 (3... Find out more Proms in the Park CANCEL Meyrick Park, Bournemouth Fri 26 - Sat 27 July Our weekend of outdoor concerts filled with music, fun and fireworks is back! With a Classical Extravaganza and Disco Symphonic Spectacular, it's sure to be the highlight of the summer so book your tickets Find out more Symphonic Bee Gees Lighthouse, Poole Saturday 9 November After our fantastic Lennon & McCartney Songbook concert last year, why not soak up

How it started...

Segmentation already in place at the start of our journey

geographical segmentation based on auto-tags

plus other standard dynamic content including salutation, Membership upsells etc

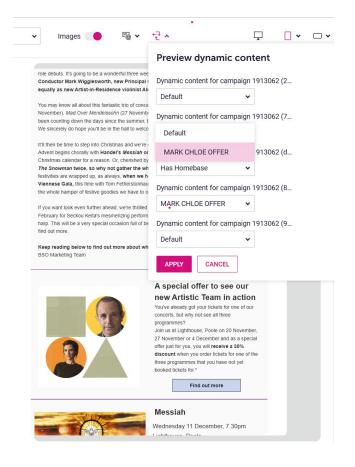


What came next...









What came next...

We implemented

- even more effort into dynamic content and personalisation
- more bespoke mini-campaigns
 - more strategic scheduling of email campaigns



What came next...

We implemented (for the first time)

Tags in group:	
has booked a Lighthouse concert in last 350 days	powers exclusion from
has booked a Great Hall concert in last 350 days	powers exclusion from
has booked a PGH concert in last 350 days	powers exclusion from purpose for just und
No future bookings	powers post show e

Pre-show emails

 exclude customers who have booked at the venue in last year(ish) via autotags

Post-show emails

exclude customers who have any future bookings via autotags



... and how it's going!

- •62% open rate of our recent Season 2025/26 Announcement email
 - Around 80% open rate for pre-show emails
 - Over 70% average open rate for post-show emails with 25%-50% CTOR rate



Client Talk



Laura Perry-Portsmouth Sales and Ticketing Manager at Polka Theatre



