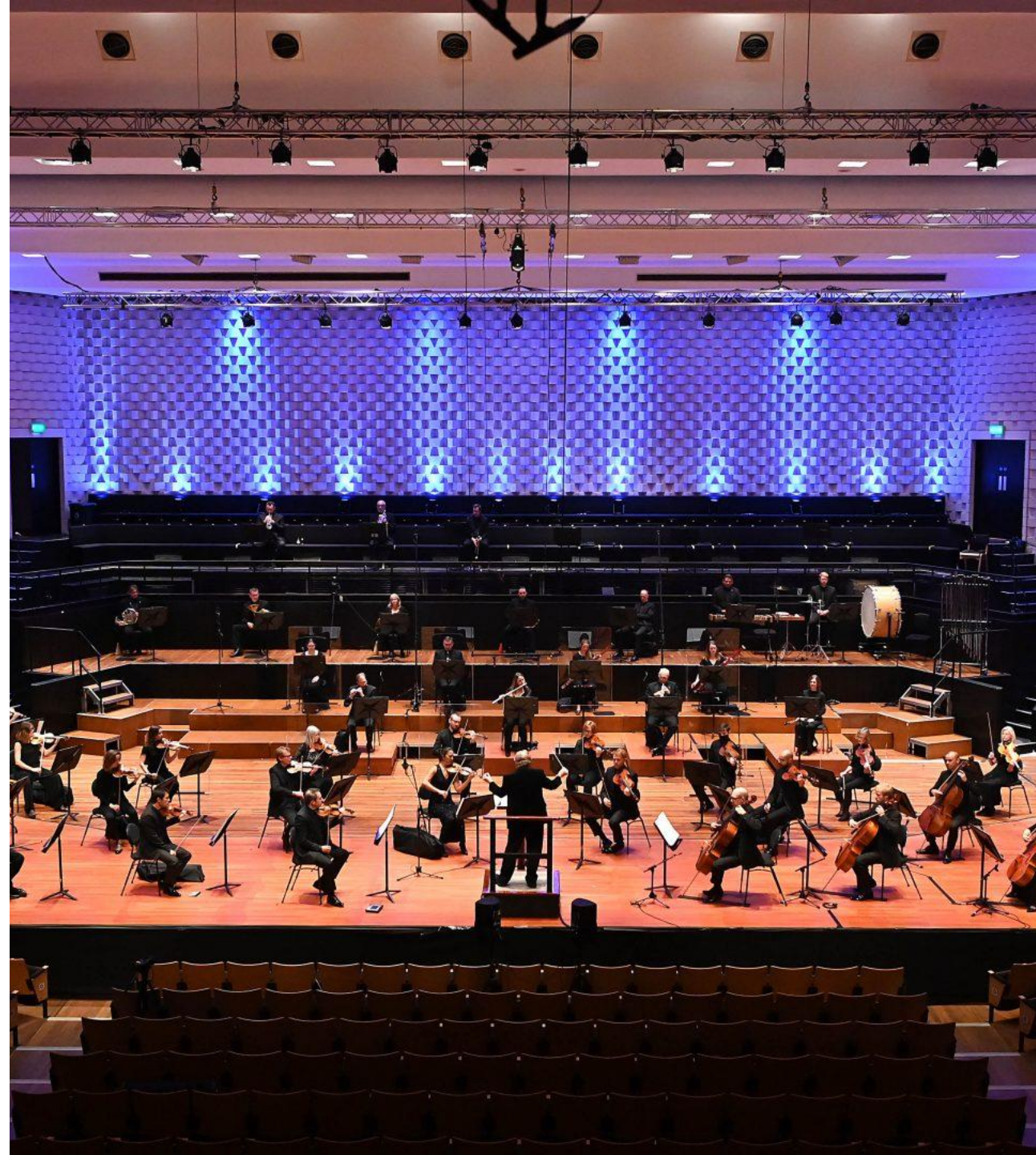


Client Talk



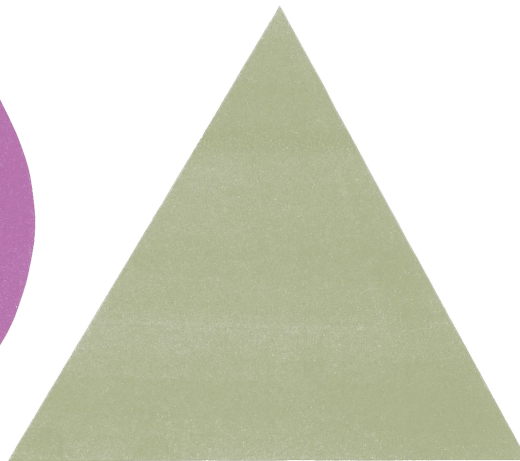
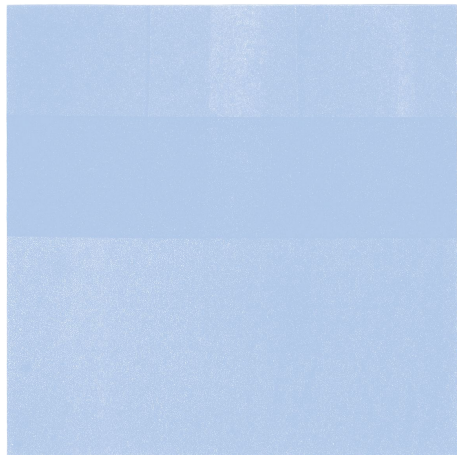
Johanna Perkins

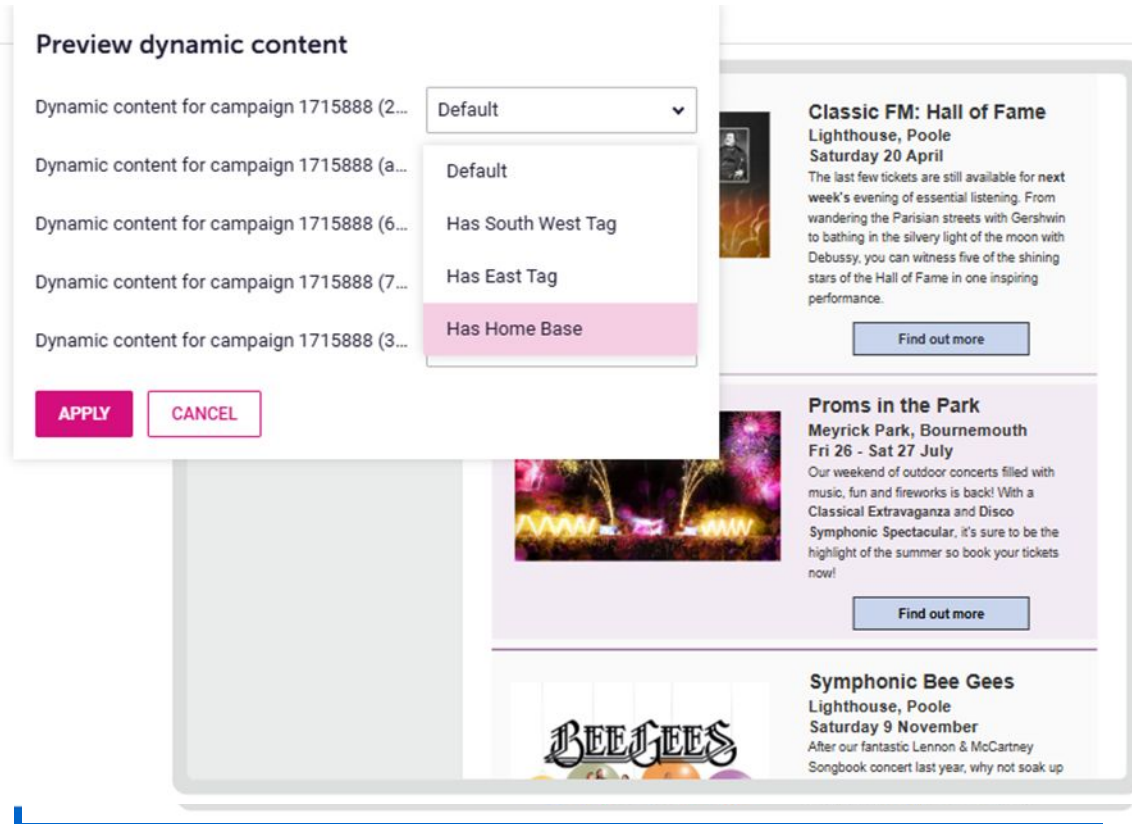
Senior Marketing Manager
Bournemouth Symphony Orchestra





Transforming our approach to email marketing





How it started...

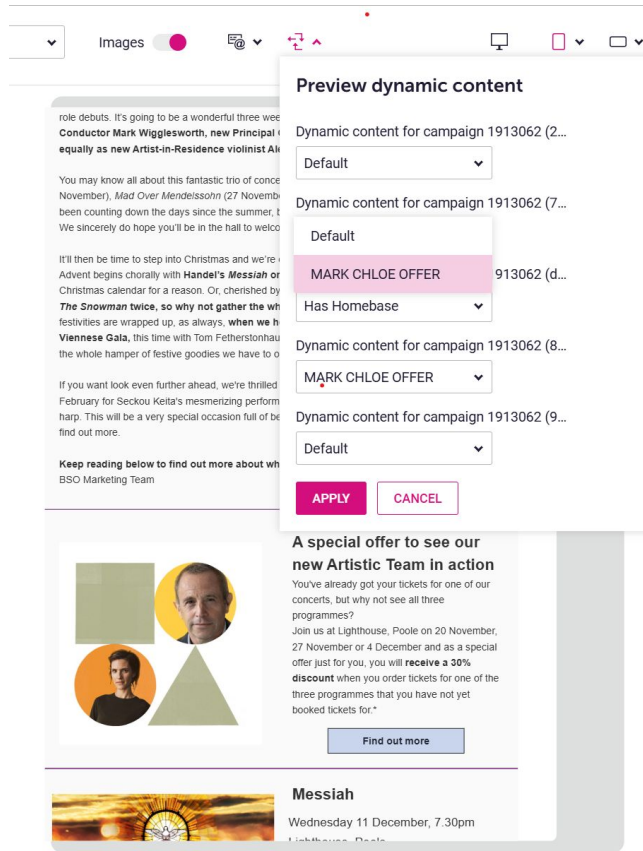
**Segmentation already in place
at the start of our journey**

**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)

Pre-show emails

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

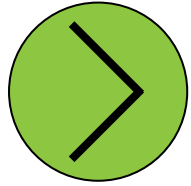
Post-show emails

exclude customers who have any future bookings via autotags

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

... 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

