## SHUBERT ORGANIZATION

# Data driven targeted messages result in a 13% increase in open rates.

## THE COMPANY

New York City-based Shubert Organization currently owns and operates 17 Broadway theaters, as well as Telecharge, its single-source solution for both Broadway and non-Broadway entertainment ticketing sales. These ticketing offerings include box office, telephone and internet sales as well as full-season, subscription and group options. While the organization earns a percentage of its revenue from ticket sales and co-production of shows, the larger portion of its income is derived from Broadway real estate.

## THE SITUATION

### CHALLENGE:

Telecharge collects purchase data and email opt-ins, and sells production marketing agencies access to this data. Although the marketing agencies never actually take possession of the data, Telecharge sends messages to its database on behalf of production marketers. The company sought to create more targeted campaigns.

### OBJECTIVES:

Telecharge's primary objective was to improve customer engagement and increase customer retention. TowerData helped the company achieve this objective by providing access to data that assisted Telecharge in developing targeted messaging and helpful, usable content for the post-purchase process.

# THE SOLUTION

**CAMPAIGN DEVELOPMENT:** Utilizing TowerData's Email Intelligence service, Telecharge was able to segment its list based on purchase history and geographic location, send targeted messages to ensure a positive first impression of the Telecharge brand, personalize messages to suit customers' specific needs, increase social reach and prevent inbox over-saturation.
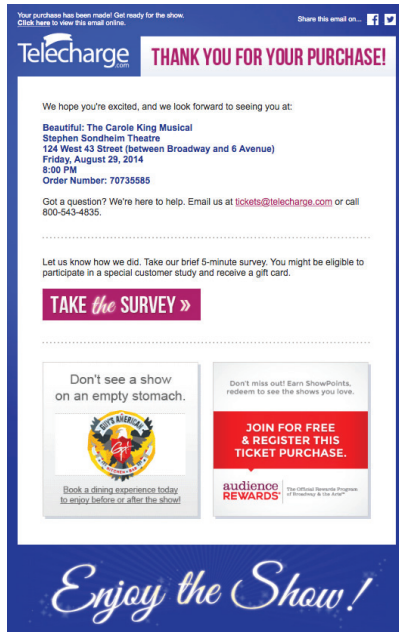


## EMAIL ONE:

Using purchase data, Telecharge is able to customize "Thank You" emails to a customer's specific event.
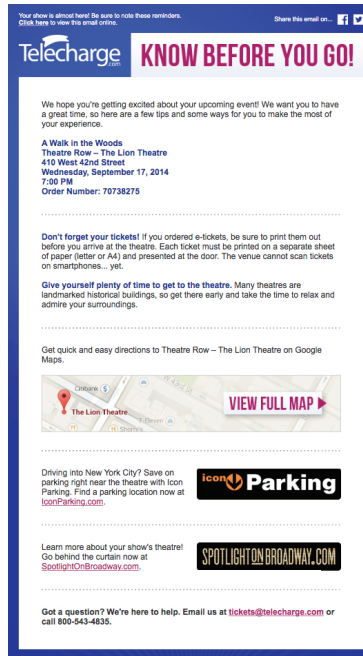
## EMAIL TWO:

Using geographic segmentation, Telecharge is able to send customers within a certain radius outside the city an email with a parking coupon in case they plan to drive into the city for the show.

## EMAIL THREE:

The final email, which goes out at 11PM the night of the show, encourages customers to follow Telecharge on social media, and asks customers to share their experience with the hashtag #ilovebway.

Additionally, Telecharge noted that when it sent offer emails to customers who recently made an event ticket purchase, it experienced a higher opt-out rate. This is largely due to the fact that Broadway event tickets are a significant investment, and most people don't make these large purchases back to back. Receiving an offer email immediately after a purchase can be frustrating. Utilizing customer purchase history data, Telecharge removes customers from event offer emails for three weeks after their purchase.

> "Since implementing this change, we've seen a significantly lower opt-out rate."

> - Elizabeth Galietto, Email Marketing Manager at The Shubert Company.

www.towerdata.com

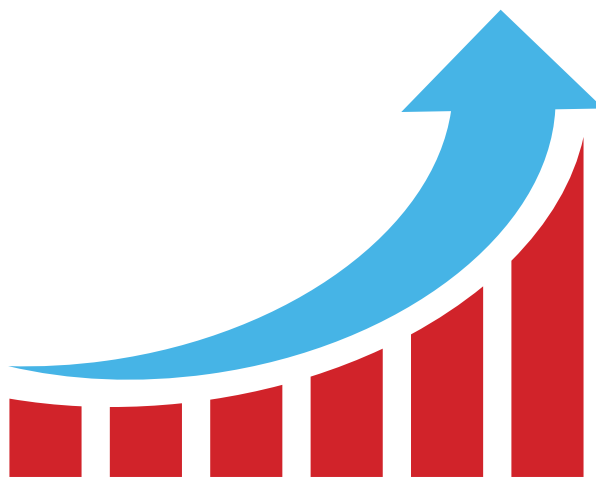towerd@ta

# THE CONCLUSION

## RESULTS

**Before TowerData,** a follow-up campaign yielded:

### EMAIL ONE:
**Open rate:** 37.31%
**Click through rate:** 6.72%

**After Towerdata,** a follow-up campaign yielded:

### EMAIL ONE:
**Open rate:** 61.5%
**Click through rate:** 9%

### EMAIL TWO:
**Open rate:** 47.9%
**Click through rate:** 9.07%

### EMAIL THREE:
**Open rate:** 41.27%
**Click through rate:** 5.19%

## AVERAGES
**Open rate:** 50.22%
**Click through rate:** 7.8%

## TOTALS
**Total average increase in open rate:** 12.91%
**Total average increase in click through rate:** 1.08%

> "The relationship with TowerData has been nothing but positive.
> They've made sharing data so streamlined, simple and seamless."
>
> *- Elizabeth Galietto, Email Marketing Manager at The Shubert Company*

**Using the TowerData Email Intelligence service, Telecharge was able to meet its primary goal of increasing customer engagement and has already experienced greater customer retention.** The new data offers Telecharge better insight into its audience and, by applying this data, a more memorable experience for customers.

# towerd@ta

**Contact us to learn more about TowerData's**
Email Intelligence suite of services.

379 Park Ave South, 5th Floor
New York, NY 10016

tf 866-377-3630
ph 646-742-1771
info@towerdata.com