



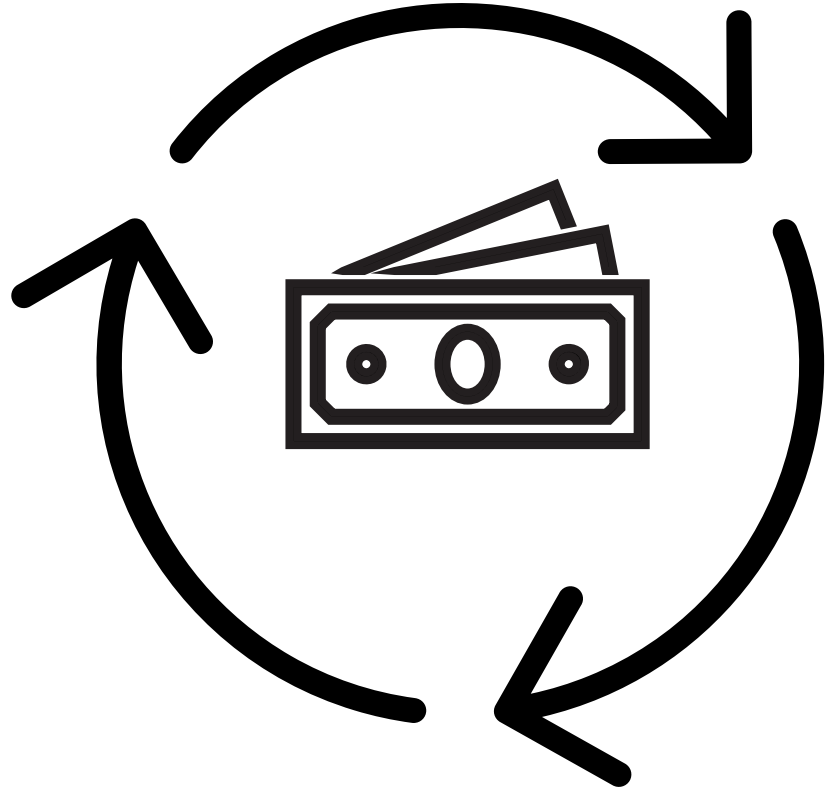
TOM STICKLAND  
Senior Consultant

**INCOME AND IMPACT: REFOCUSING YOUR  
CAMPAIGNS TO YOUR CORE REVENUE**

THURSDAY, NOVEMBER 14TH  
11.00 AM ET | 4.00PM GMT



| *Data-Driven*  
**CONSULTING**



# *Evolution of a Patron*



Is Good Enough  
Good Enough for you?



# Campaign planning

**YOUR ORG**

Fiscal 2025

Single Ticket Expense Plan

Event Name	First Day	Budgeted Revenue	Print Advertising	Direct Mail	Radio Advertising	TV Advertising	Email Marketing	Outdoor	Online Advertising	Total Expenses	Revenue Over/Under Budget	COS Budget Ratio	Notes
Event 1	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 2	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 3	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 4	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 5	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 6	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 7	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 8	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 9	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	
Event 10	1/0/1900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	#DIV/0!	

**Right Person**

**Right Message**

**Right Time**





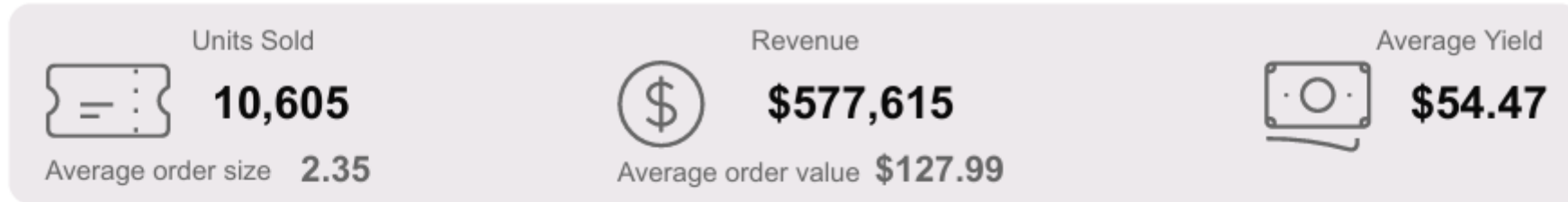




**STOP**  
*doing*

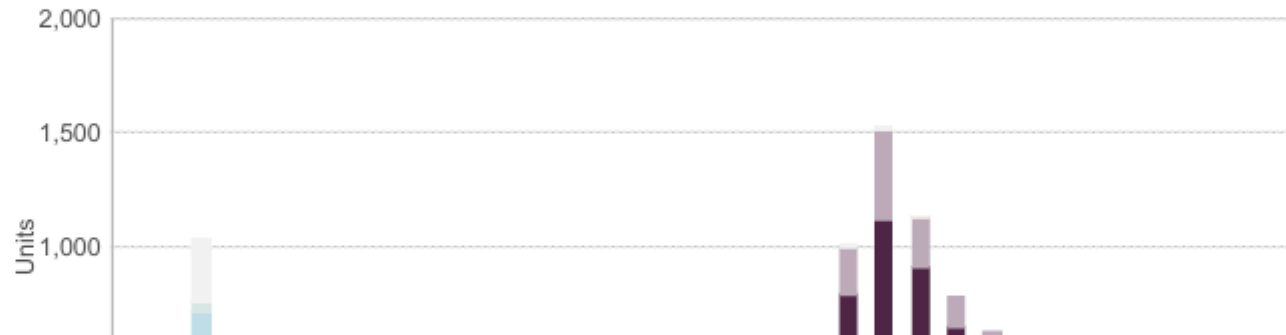
# Response Reporting

## Response Totals



Response Rate  
**36.63%**

Total Households  
**10,000**



# Investing in Patron Loyalty



Segment Size

Time Sensitivity

Clear call to action

Compelling copy

Size of Incentive

Database Hygiene

Price Sensitivity

Appropriateness of next step

Capacity to spend/give

Visual Impact

Alignment with previous interactions / relationship

Overloaded / Underserved with information





# Data Center Response Reports

## Response Totals

Units Sold  
**10,605**  
Average order size **2.35**

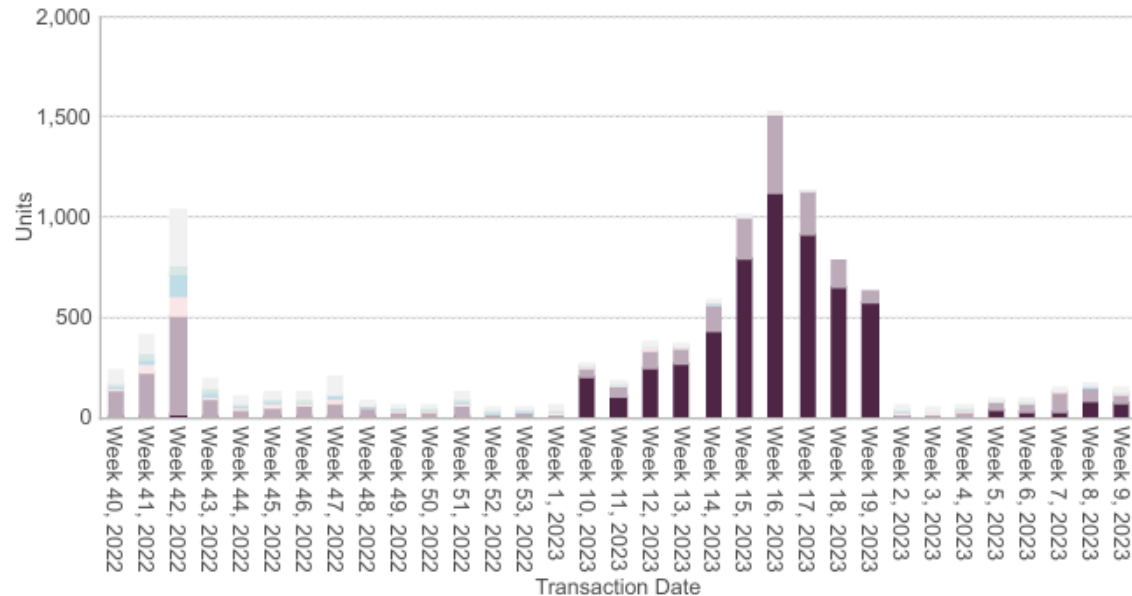
Revenue  
**\$577,615**  
Average order value **\$127.99**

Average Yield  
**\$54.47**

Response Rate  
**36.63%**

Total Households  
**12,322**

Total Responders  
**4,513**



All Other Segments    2024 STB: Vietgone    2024 STB: Dead Man's Cell Phone

# Cost of Sale

## Cost Of Sale



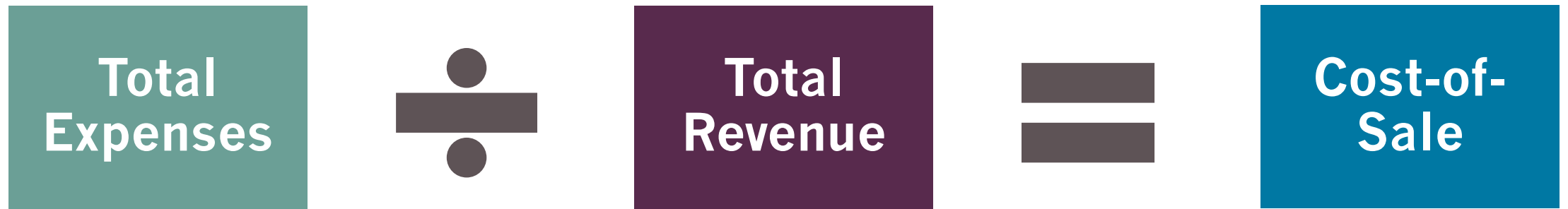
### Best Performing Segments by COS

Segment	Net Revenue	% COS
1 2024 SUB: Sp-1st Fri/3rd Fri -...	\$354	0.56%
2 2024 STB: What a Christmas	\$326	0.76%
3 2024 STB: Clue	\$147	0.84%
4 2024 STB: Add on Renewal P...	\$9,593	0.87%

### Worst Performing Segments by COS

Segment	Net Revenue	% COS
1 2024 STB: Man with the Flow...	(\$127)	676%
2 2024 STB: El Chucho Town F...	(\$76)	159%
3 2024 STB: Half Sheet of Paper	\$85	85%
4 2024 STB: The Stronger	\$508	44%

# Investing in Patron Loyalty



Acquiring a NEW booker can be 3x-4x more expensive than retaining an EXISTING booker.

# *Ideal Cost-of-Sale is Situational (by production)*

Frequently  
Sold Out?

Marketplace  
growth  
opportunities?

Database  
highly  
penetrated?

Investing for paid  
patron growth or  
other institutional  
realities?

Sales target  
realistic?

Ratio of new vs.  
existing  
audience?

Basic  
Better  
Best

# Cost-of-Sale Budgeting

*Basic: Same expense for every show (of the same size)*

	Target Revenue	Expense	Cost of Sale
Show 1	£144,402	£3,000	2%
Show 2	£59,525	£3,000	5%
Show 3	£15,134	£3,000	20%
Show 4	£67,690	£3,000	4%

A starting point

Underinvesting in blockbusters

Over investing in shows with low potential

# Cost-of-Sale Budgeting

*Better: Same cost of sale for every weeklong show*

	Target Revenue	Expense	Cost of Sale
Show 1	£144,402	£7,220	5%
Show 2	£59,525	£2,976	5%
Show 3	£15,134	£757	5%
Show 4	£67,690	£3,385	5%

Responsive to expected demand

Still potentially under spending

Relies on solid targeting

# Cost-of-Sale Budgeting

*Best: Adaptive cost of sale, invest where demand and the deal favours you*

	Target Revenue	Expense	Cost of Sale
Show 1	£144,402	£7,220	5%
Show 2	£59,525	£1,191	2%
Show 3	£15,134	£3,000	20%
Show 4	£67,690	£4,061	6%

A strategic approach  
Can prioritise according to revenue  
and organisational goals

Where there is demand let's capitalise  
on it and drive to a higher target

Relies on data. What is the right  
Cost of Sale for every production



# Cost-of-Sale

*What's the right ratio for YOUR organization?*

- Are sales growing? Flat? In decline?
- Are programs sold out consistently?
- What is current market penetration?
- What competition exists in the marketplace? (Hint: not strictly arts/culture organizations)
- Are revenue goals realistic? Ambitious?

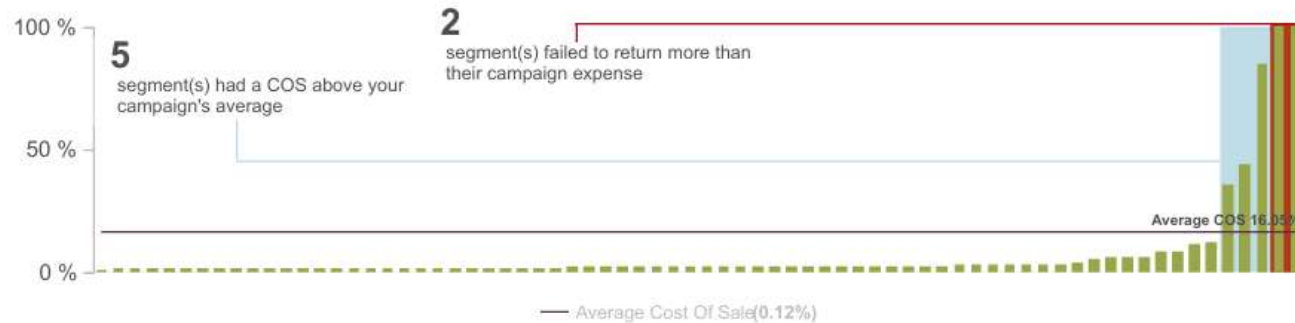
TRG Best Practice Range For Single Ticket Buyers  
NA: 20-35% UK: 10-15%

# Data Center Response Reports

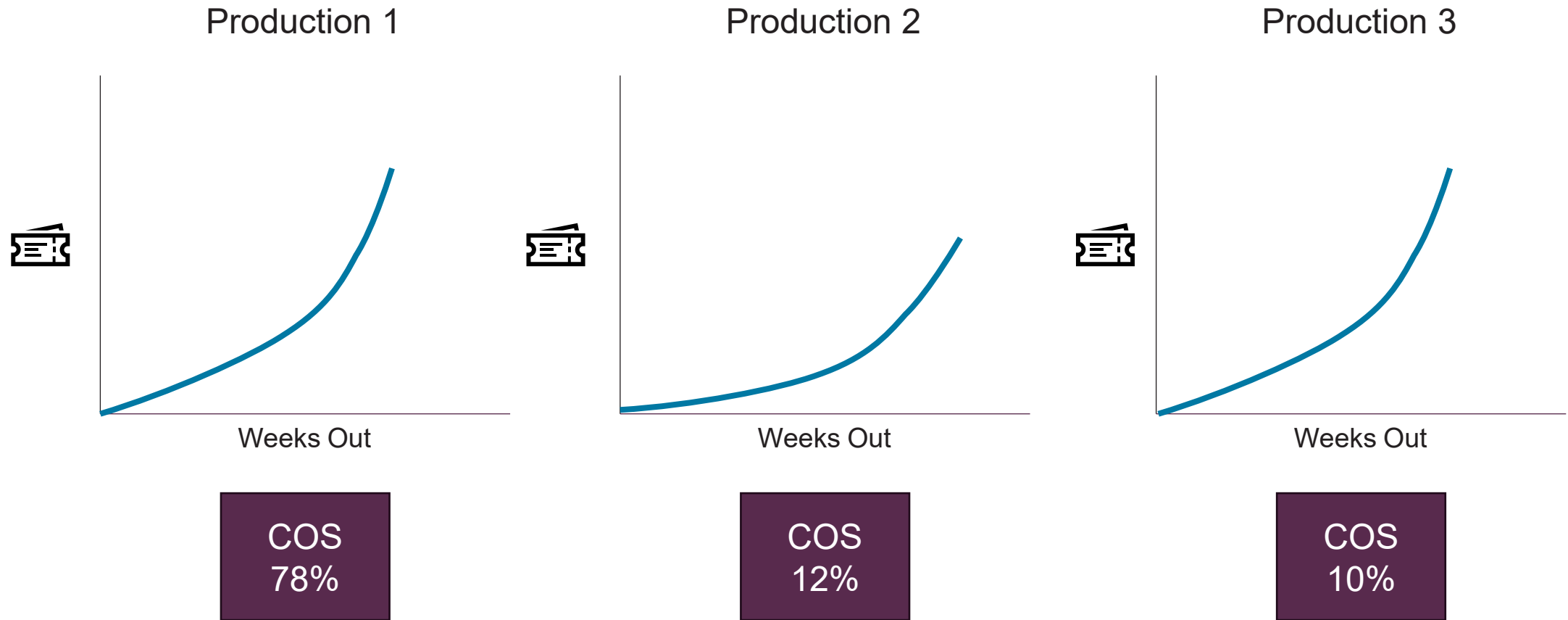
## Cost Of Sale

<p>Total Campaign Cost</p>  <p><b>\$23,453</b></p> <p>Cost per customer <b>\$1.27</b></p>	<p>Cost Of Sale</p>  <p><b>4.06%</b></p> <p>Return On Investment <b>2,363%</b></p>	<p>Revenue Net Cost</p>  <p><b>\$554,162</b></p> <p>Profit per response <b>\$122.79</b></p>
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Best Performing Segments by COS			Worst Performing Segments by COS		
Segment	Net Revenue	% COS	Segment	Net Revenue	% COS
1 2024 SUB: Sp-1st Fri/3rd Fri -...	\$354	0.56%	1 2024 STB: Man with the Flow...	(\$127)	676%
2 2024 STB: What a Christmas	\$326	0.76%	2 2024 STB: El Chucho Town F...	(\$76)	159%
3 2024 STB: Clue	\$147	0.84%	3 2024 STB: Half Sheet of Paper	\$85	85%
4 2024 STB: Add on Renewal P...	\$9,593	0.87%	4 2024 STB: The Stronger	\$508	44%
5 2024 SUB: 2nd Sat Eve 8:00P...	\$908	0.87%	5 2024 STB: 2020 Parking	\$4,958	35%



# Cost of Sale Examples





“Who gets the 80 and who gets the 20?”

# Marketing Assessment



## Marketing Assessment

*Single Ticket Campaigns*

Optimize Your  
Campaigns,  
Boost Your Sales

Gain free actionable insights  
for your marketing campaigns  
with the TRG Arts online  
marketing assessment.

Take the Assessment

