

FIVE METRICS

Single Ticket Sales

October 2021

We Teach & Learn.



Single Ticket Bookers





Your organization's **mission.**

Campaign Goals.

ONE

Cost-of-Sale

$$\% \text{ Cost-of-Sale} = \frac{\text{Marketing Expenses}}{\text{Projected Revenue}}$$

SINGLE TICKETS

20 – 35% North America

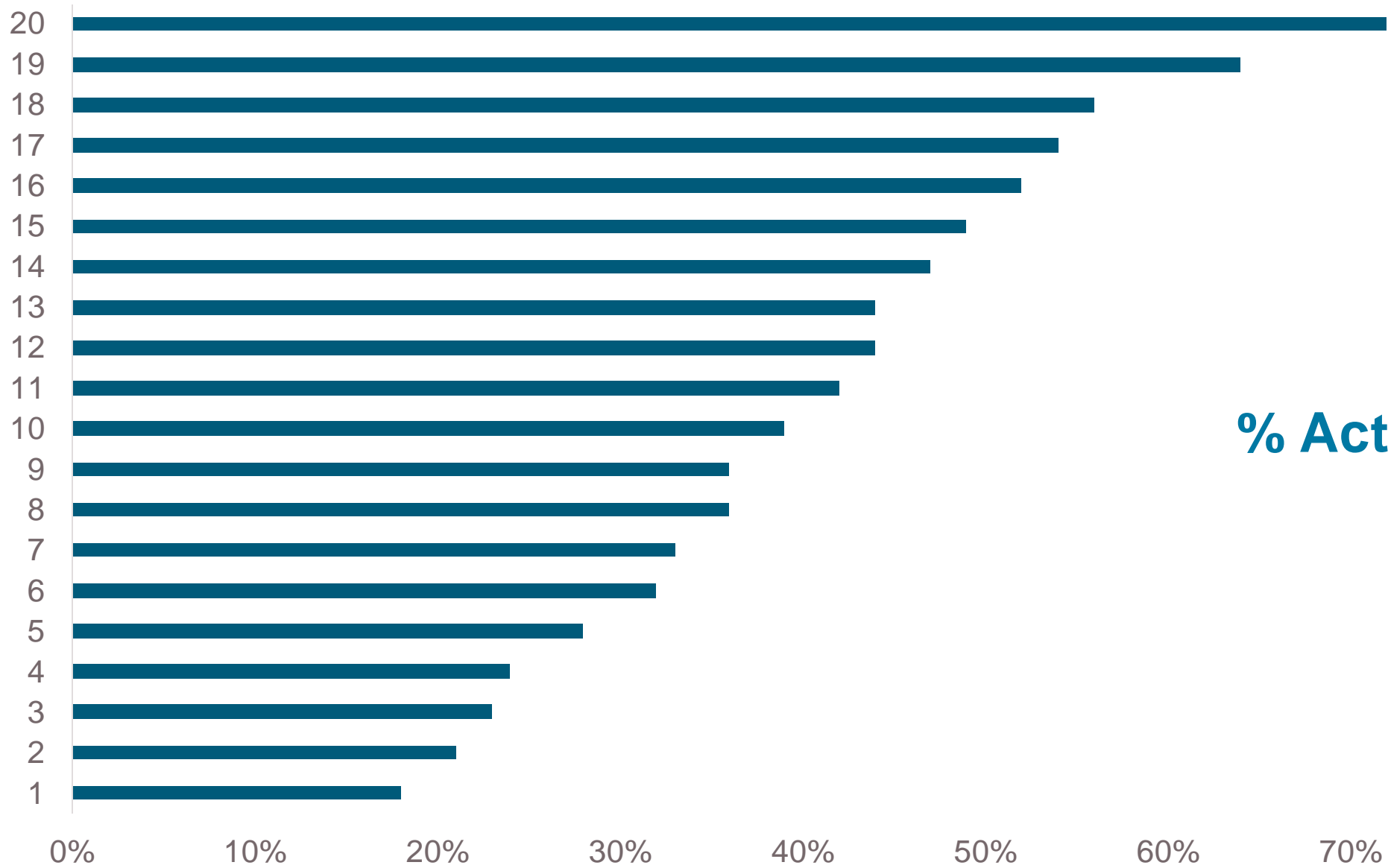
10 – 15% UK

Direct vs Indirect

TWO

Active Households

$$\% \text{ Active} = \frac{\text{HHs with Activity in the Last 2 Years}}{\text{HHs with activity in the Last 5 Years}}$$



% Active Patrons

THREE

Per Capita Revenue

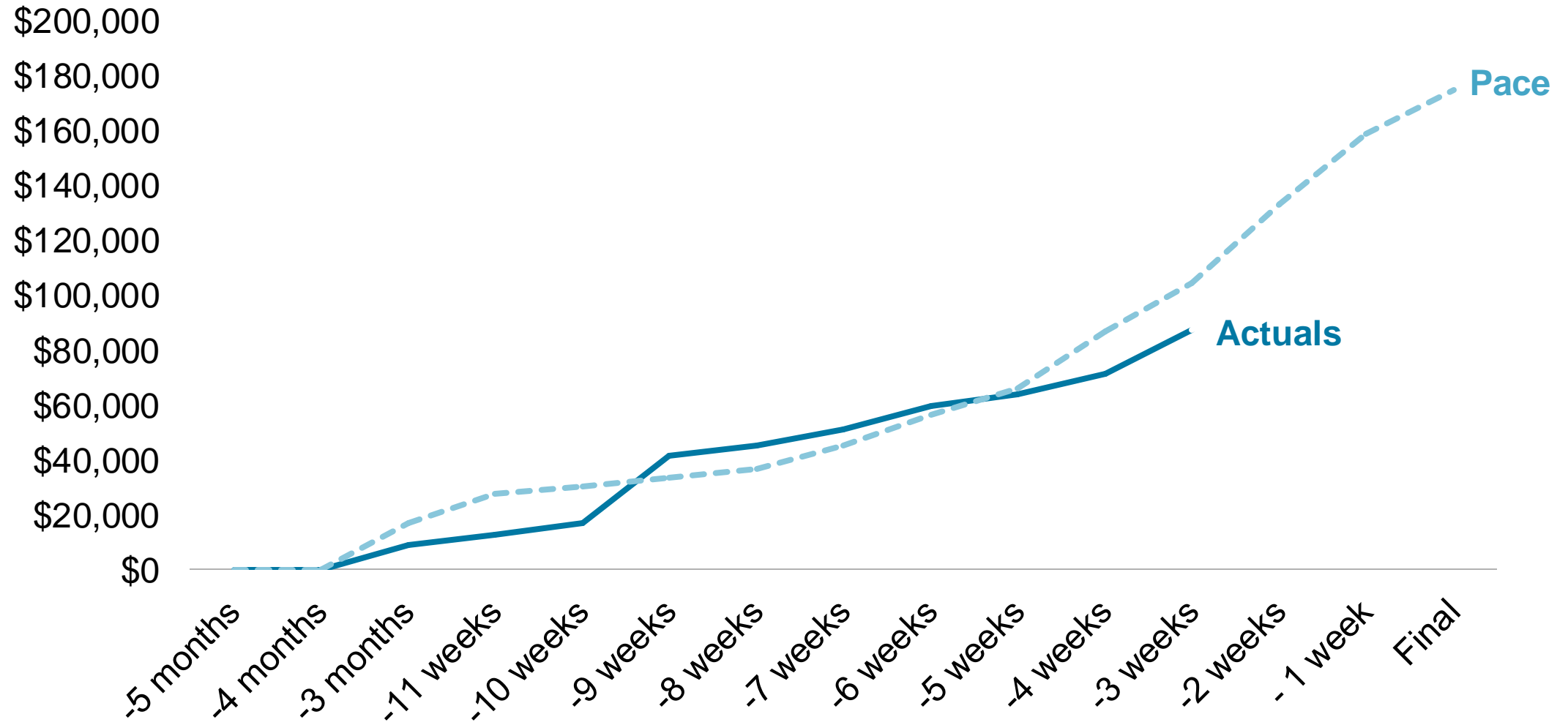
$$\text{Per Capita Revenue} = \frac{\text{Ticket Revenue}}{\text{Number of Tickets Sold}}$$

Week 1	£27.50
Week 2	£27.72
Week 3	£27.96
Week 4	£28.50
Week 5	£28.98
Week 6	£29.02
Week 7	£29.70
Week 8	£31.20
Week 9	£32.70
Week 10	£32.96
Week 11	£34.01
Week 12	£35.12
Week 13	£37.89
Week 14	£39.85
Final	£42.57



FOUR

Sales Pacing



FIVE

Response Rates

$$\% \text{ Response Rate} = \frac{\text{Households RESPONDED}}{\text{Households INVITED}}$$

Response Reports

Segment	# Households	# of responders (HHs)	Response Rate	Revenue	Expense	Cost-of-Sale
FY19 Subs	2,235	1,528	68.4%	\$ 610,671	\$ 4,625	0.76%
FY18 Sub (Reactivation; Lapsed 1 Year)	935	105	11.2%	\$ 34,299	\$ 1,708	4.98%
FY18 CYO (Reactivation; Lapsed 1 Year)	109	11	10.1%	\$ 4,523	\$ 244	5.39%
FY19 MSTB	2,390	87	3.6%	\$ 30,142	\$ 3,016	10.01%
FY19 1-Time STB	15,257	121	0.8%	\$ 43,881	\$ 14,107	32.15%
FY18 MSTB	1,525	28	1.8%	\$ 11,453	\$ 2,626	22.93%
FY17 MSTB	1,402	9	0.6%	\$ 2,716	\$ 1,114	41.03%
FY17 SUB	548	10	1.8%	\$ 3,207	\$ 816	25.43%
FY17 CYO	114	4	3.5%	\$ 1,583	\$ 570	36.02%
FY16 SUB (no CYO/3B)	536	5	0.9%	\$ 1,181	\$ 511	43.31%
Donor Non-Sub	708	4	0.6%	\$ 2,348	\$ 744	31.69%
FY18 1-Time STB	14,146	42	0.3%	\$ 19,935	\$ 22,252	111.62%
FY16 CYO	314	1	0.3%	\$ 542	\$ 502	92.67%
FY16 MSTB	1,155	1	0.1%	\$ 210	\$ 1,708	813.42%
Other		78	0.0%	\$ 32,192		0
TOTALS	41,374	2,034	4.9%	\$ 798,883	\$ 54,545	6.83%
Renewal Totals	2,235	1,528	68.4%	\$ 610,671	\$ 4,625	0.76%
Acquisition Totals	39,139	506	1.3%	\$ 188,212	\$ 49,919	26.52%

More Metrics Coming!