



PLOT TWIST THEATER COMPANY

Email marketing report

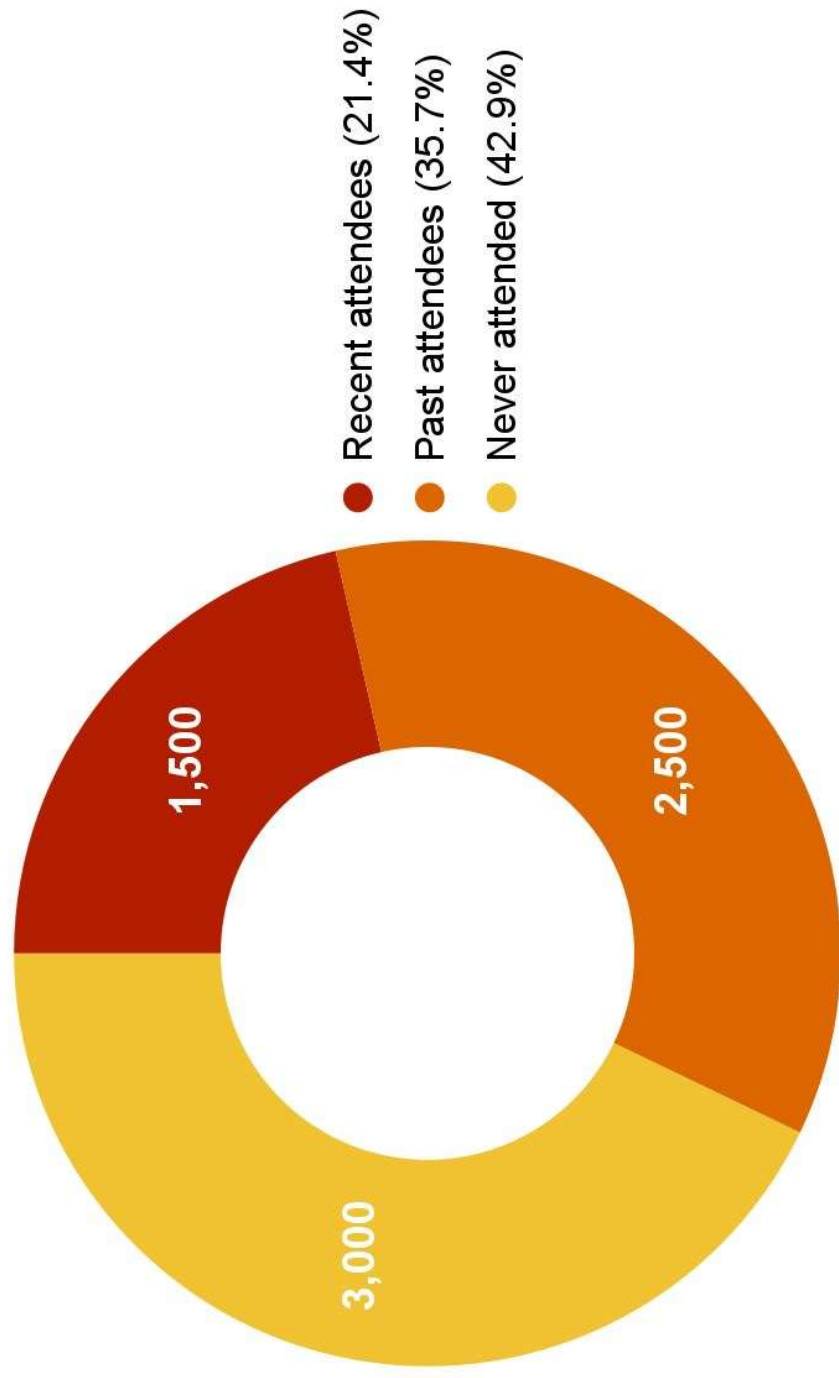
Overall marketing goal

Our goal is to increase summer season ticket sales by 10% over last year's numbers through a combination of targeted paid, social, and email marketing campaigns.

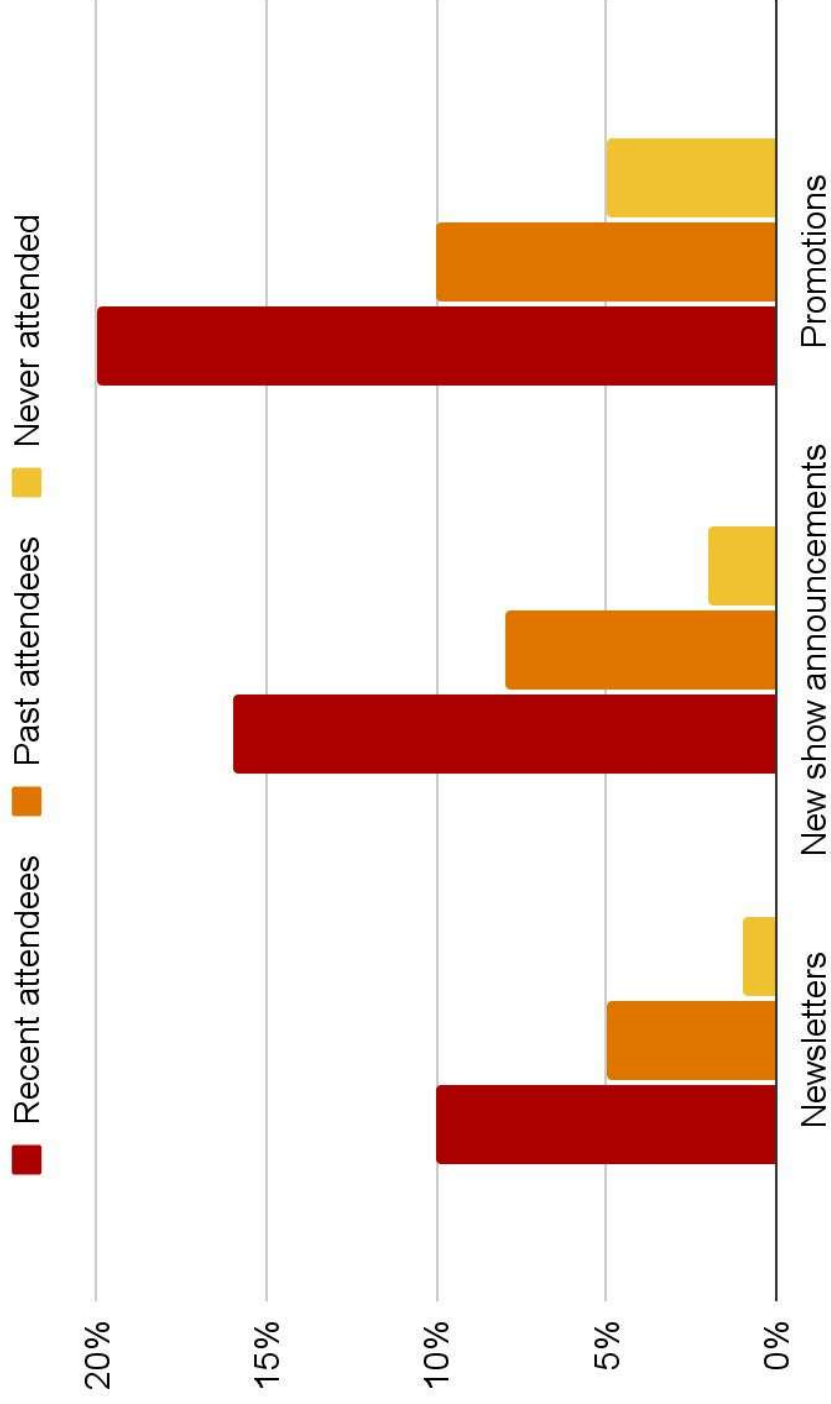
Email marketing goal

- To support the overall goal of selling more tickets, we want to raise open rates and click-to-open rates for campaign emails.
- We want to know:
 - **What types of emails have performed the best with different subscriber segments in the past?**
 - **What types of email content should we prioritize for each segment in our new campaign?**

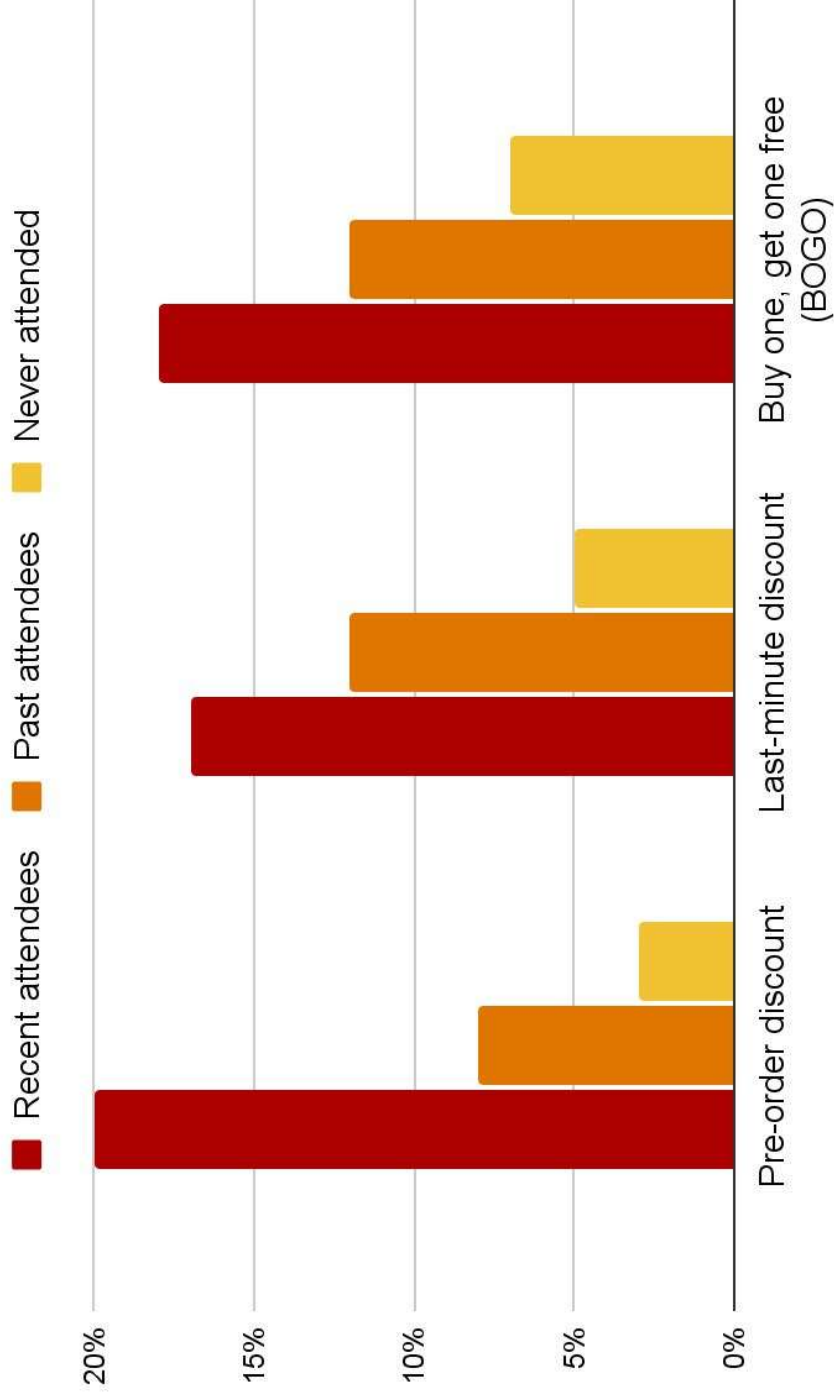
Email subscriber segments



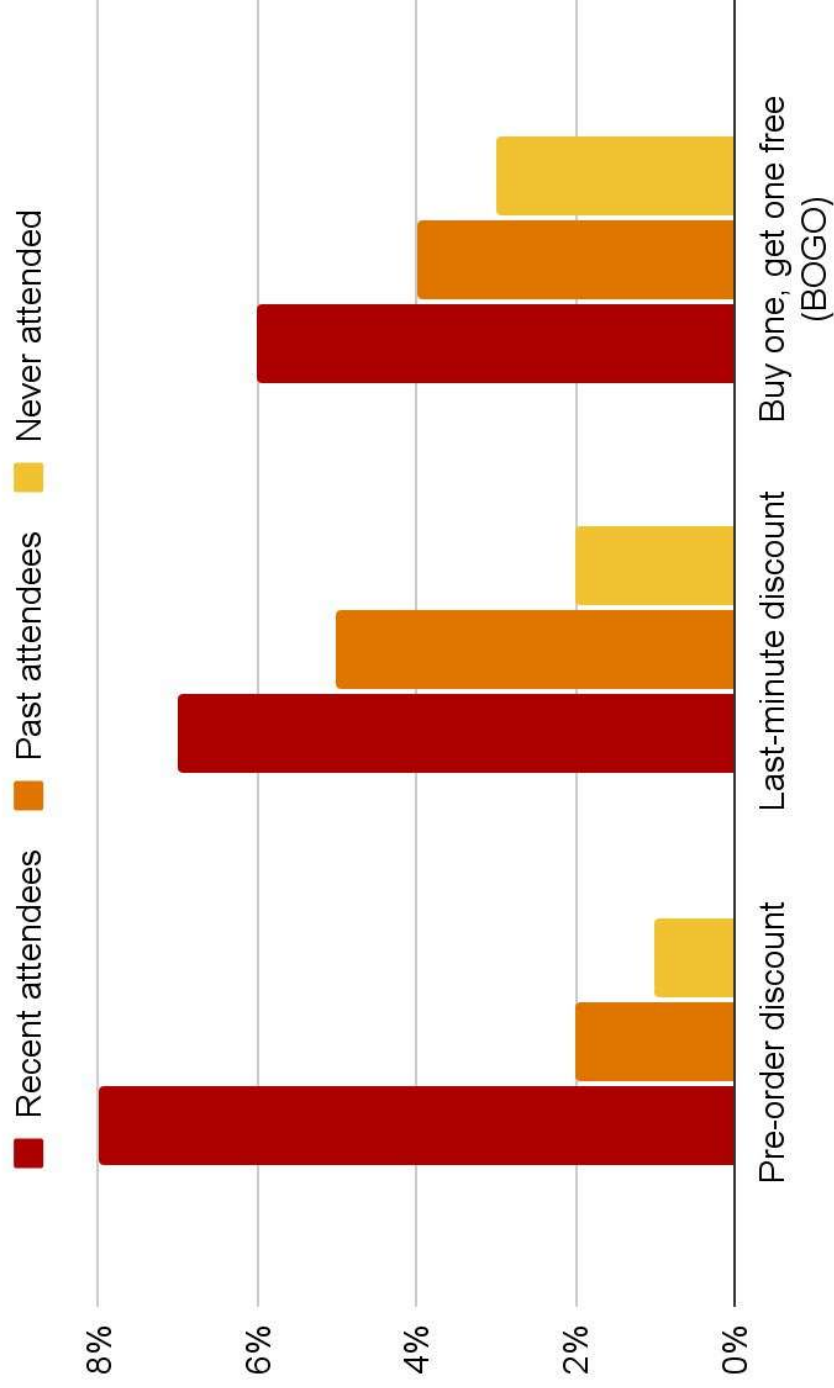
Open rates by email category



Open rates by promotion type



Click-to-open rates by promotion type



Conclusion and recommendations

- **Recent attendees:** This group engages most with pre-order discount promotional emails. This is great to see because it demonstrates that after they see a show, they are excited to come back!
- **Past attendees:** This group engages most with our last-minute discount emails, but also pretty well with our BOGO emails. Prioritizing these emails can help to convert this segment to recent attendees, and we all know how that goes when they're in that bucket.
- **Never attended:** This is a group we just want to get in the door - and the BOGO emails have seen the most success. Prioritizing these emails and encouraging people to bring a friend could be a great way to further engage this group.