Welcome

Data Mutualization

new ethics for collaboration, deeper audience insights
Agenda

Data mutualization:
new ethics of collaboration, deeper audience insights

• Welcome, Overview and Agenda
• Introduction to TRG & The Power of Being Data Informed
• Quartier des spectacles Partnership – Case Study
• Discussion and Learnings
• Audience Questions
• Key Take-Aways
Data-Driven Consulting
About TRG

Experienced Team

• Colorado-based with a UK office
  – 40 team members
• 22 years, four countries
  – US, Canada, Australia, United Kingdom
• More than 1,000 arts/cultural clients
  – Scalable products for sustainable patron growth and revenues
Where We Focus
Results-Oriented Counsel

Patron Loyalty
Demand Management

SUPPORTED BY:
Campaign Management
Reporting & Key Metrics
Resource Management
The Power of Being Data Informed

Informed Strategy

• To recognize and reward loyal behavior, data analysis and targeted segmentation must be done
• Informs organization about patron’s behavior holistically – ticketing and donation activity
• Illuminates next step paths and communications for different patron categories
• Defines key metrics
TRG Arts Key Metrics Study (2017)

What is the state of loyalty among arts patrons?

• TRG Arts Analytics Group
  - 130 Arts & Culture Organizations

• Multiple Genres
  - Opera, Orchestra, Presenters, Theatre, Choral, Dance, Festivals

• Five years of verified, complete data
  - 16,963,146 transactions
  - Single Tickets, Subscription, Flex Packages, Donors and Education
What is the state of loyalty among arts patrons?

- **New-to-File**
  - Patrons who first appeared in the dataset after 2012 (brand new or lapsed 1+ years)

- **Existing**
  - A patron with at least one transaction in 2012, the first year of the study

- **Attrition**
  - Patrons who exited the dataset during the study (lapsed at least 2 years)
TRG Arts Key Metrics Study (2017)
All Patrons
TRG Arts Key Metrics Study (2017)

All Patrons

57% Attrition
TRG Arts Key Metrics Study (2017)
All Patron Attrition by Buyer Type, 2012-2016

<table>
<thead>
<tr>
<th>Buyer Type</th>
<th>New to File Attrition</th>
<th>Existing Patron Attrition</th>
<th>Total Attrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Buyer</td>
<td>74.4%</td>
<td>31.0%</td>
<td>57.1%</td>
</tr>
<tr>
<td>DON</td>
<td>56.1%</td>
<td>14.8%</td>
<td>36.9%</td>
</tr>
<tr>
<td>SUB</td>
<td>37.6%</td>
<td>11.0%</td>
<td>18.5%</td>
</tr>
<tr>
<td>FLX</td>
<td>44.6%</td>
<td>21.0%</td>
<td>25.6%</td>
</tr>
<tr>
<td>STB</td>
<td>75.1%</td>
<td>35.0%</td>
<td>42.6%</td>
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</tbody>
</table>
Why Its Important:
Sustainability
Use Data to Inform Investment of Time and Budget
Net Revenue – Theatre Company Example

<table>
<thead>
<tr>
<th></th>
<th>Single Ticket Buyers</th>
<th>New Subscribers</th>
<th>Renewing Subscribers</th>
<th>Renewing Subscriber-Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Patron Yield</td>
<td>$53.84</td>
<td>$156.05</td>
<td>$341.51</td>
<td>$550.42</td>
</tr>
<tr>
<td>Cost-of-Sale</td>
<td>20%</td>
<td>25%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Renewal Rate</td>
<td>23%</td>
<td>46%</td>
<td>69%</td>
<td>88%</td>
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