

Theatre Forum Marketing Benchmarking Project 2012

Audiences for the performing arts in Ireland in 2011

Benchmarks we track

Data quality

- Data capture rate: percentage of transactions linked to a known ticket buyer

Level of activity

- Increase/decrease in total number of events compared to 2010
- Increase/decrease in number of tickets put on sale compared to 2010

For all events, professional performances, amateur performances, plays, classical music, all music, contemporary dance, all dance, children's events, cinema:

- Total number of events/screenings/performances

Ticket Sales

For all events, professional performances, amateur performances, plays, classical music, all music, contemporary dance, all dance, children's events, cinema:

- Percentage tickets sold including complimentary tickets
- Percentage tickets sold excluding complimentary tickets
- Percentage financial capacity
- Average number of tickets sold per event
- Increase/decrease in average number of tickets sold per event compared to 2010

Revenue management

- Percentage of tickets sold at full price
- Complimentary tickets as a percentage of tickets issued
- Complimentary tickets excluding 'paid for' comps (eg teachers, sponsors, volunteers, board members etc) as a percentage of tickets issued
- Increase/decrease in ticket yield (ie average price actually paid) compared to 2010
- Increase/decrease in average ticket offer price (ie average full price advertised) compared to 2010

For all events, professional performances, amateur performances, plays, classical music, all music, contemporary dance, all dance, children's events, cinema:

- Ticket yield
- Average ticket offer price

Audience development and retention

- New audiences: percentage of ticket buyers added to the database for the first time in the past year
- Percentage of first time ticket buyers in 2010 who continued to buy tickets in 2011
- Percentage of ticket buyers in 2010 who did not buy tickets in 2011
- Ticket buyers in 2010 who did not buy tickets in 2011 as a percentage of ticket buyers in 2011
- Percentage of ticket buyers who bought tickets in 2009 and 2011 but not in 2010
- Average party size

Frequency of attendance

- Average number of events per ticket buyer
- Percentage of ticket buyers purchasing for one event
- Percentage of ticket buyers purchasing for three or more events
- Percentage of ticket buyers purchasing for six or more events

Advance booking

- Percentage of tickets purchased in on the day of the event and at intervals in advance

Online sales

- Tickets bought online as a percentage of all tickets sold (ie excluding comps)
- Ticket buyers purchasing online at least once as a percentage of all ticket buyers

Marketing investment

- Average marketing minutes per seat put on sale
- Marketing spend excluding staff per seat on sale
- Marketing spend including staff per seat on sale
- Increase/decrease in marketing spend including staff per seat on sale compared to 2010
- Return on financial investment in marketing
- Increase/decrease in financial investment in marketing compared to 2010

Marketing effectiveness

Website

- Number of visits to the website
- Increase/decrease in number of visits to the website compared to 2010
- Number of website visitors
- Page views per visit
- Bounce rates
- New and returning visitors
- Visit source: search engine, direct visit, referred visits
- Percentage of visitors from outside Ireland
- Number of website visits from UK, USA, Germany, France, Netherlands, Spain

Emailings

- Number of mailable email addresses captured
- Emailing service used
- Open rate for a sample emailing
- Click through rate for a sample emailing

Pay per click advertising

- Total number of advertisement impressions
- Click through rate to website

Season brochure

- Number of brochures printed
- Design and print cost per brochure
- Number of brochures mailed
- Total design, print and mailing cost per brochure
- Response rate
- Return on investment