

KANSAS CITY REPERTORY THEATRE

The Kansas City Repertory Theatre is a professional resident theater company serving the Kansas City metropolitan area, and is the professional theater in residence at the University of Missouri-Kansas City (UMKC).

THE PROBLEM

HOW TO CREATE SALES FOR AN END OF YEAR TICKET SALES PUSH

As the season neared completion, The KC Rep needed a push for ticket sales in order to hit revenue goals. A direct mail campaign called “Pick 3” featuring a call to action offering a multi-ticket discount, as well as a discount on tickets for their most popular show, “A Christmas Carol”.

This created urgency, as well as delivered customers for multiple shows.



THE SOLUTION

DELIVER IP TARGETED ADS TO PORTION OF THEIR DIRECT MAIL LIST

NextPage proposed that in conjunction with the direct mail piece, a highly targeted digital ad campaign might increase purchase rates.

Using IP targeting technology, NextPage was able to deliver ads to home devices based on a physical address.

Using the mailing list for the promotion, NextPage identified the IP addresses to approximately half of the target recipients. This way, in addition to receiving the printed direct mail piece, these households will also receive digital ads matching the offer and creative for the campaign. The digital ads ran for 30 days, delivering an average of 30 impressions to each household.

THE RETURN

A 68% LIFT IN CONVERSIONS FOR THE TARGET GROUP OVER CONTROL GROUP

The campaign delivered a click through rate of .14%, (more than double the industry standard for performing arts). With the combined direct mail/ IP Targeting effort, the KC Rep sold 54 packages from 30 orders, with half of those orders delivered directly from the targeted banner ads.

There was a 68% lift in conversions from the control group (email only)



to the target group (direct mail and IP targeting).

THE FEEDBACK

Dayna Meyer, KC Rep Web Manager, said, “Our goal with this campaign was subscriber acquisition. We were a mere 5% away from reaching our subscription sales goal, but the renewal period had already passed. We needed to find a way to convert current single-ticket buyers into new subscribers, and thought that a direct mail campaign utilizing IP targeting was a perfect fit.”

Dayna went on to share, “Through the IP targeting campaign, we were able to convert a significant number of single-ticket patrons into subscribers. The campaign brought us within 3% of our subscription sales goal.

IP targeting is a great way to reach audiences who need a little more motivation to purchase than just a direct mail piece. The addition of the targeted ads helped reinforce our message in the market, and in turn boosted our sales.”

When asked about NextPage’s input on the campaign, “NextPage did a great job educating us about the technology and they made the setup process easy. Add to that the great analytics we received, we were able to track the efficacy of the campaign.”

