



Email marketing report

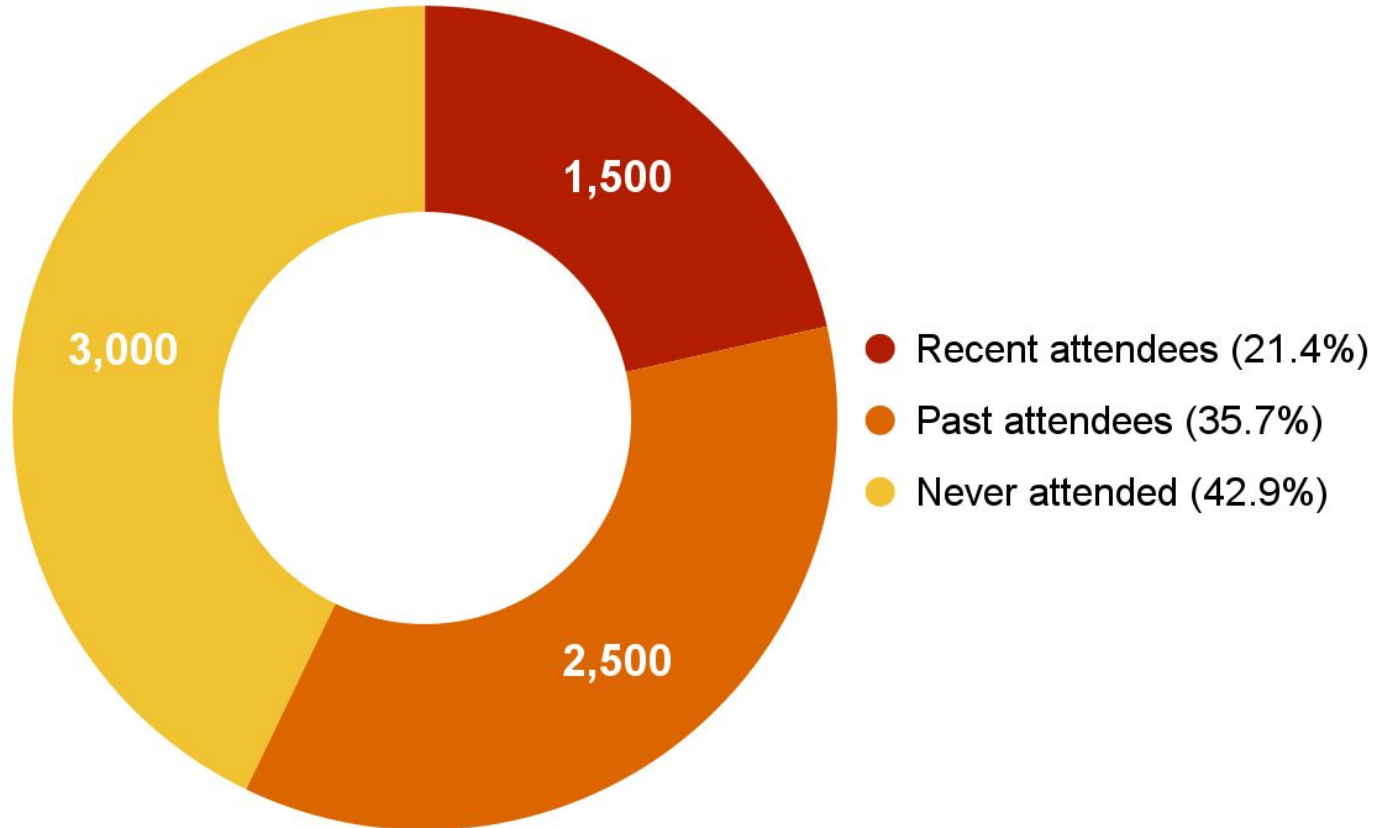
Overall marketing goal

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.

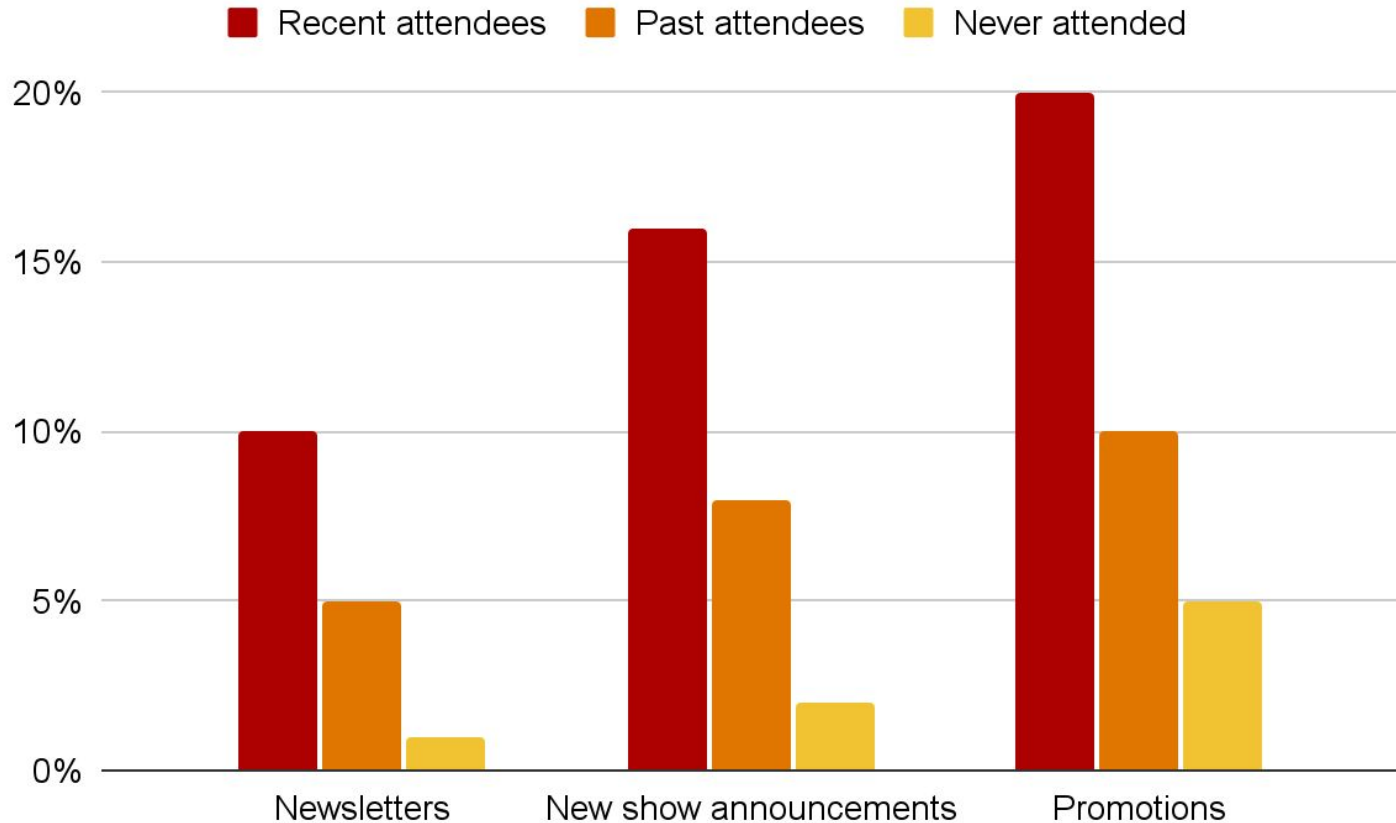
Email marketing goal

- 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?**

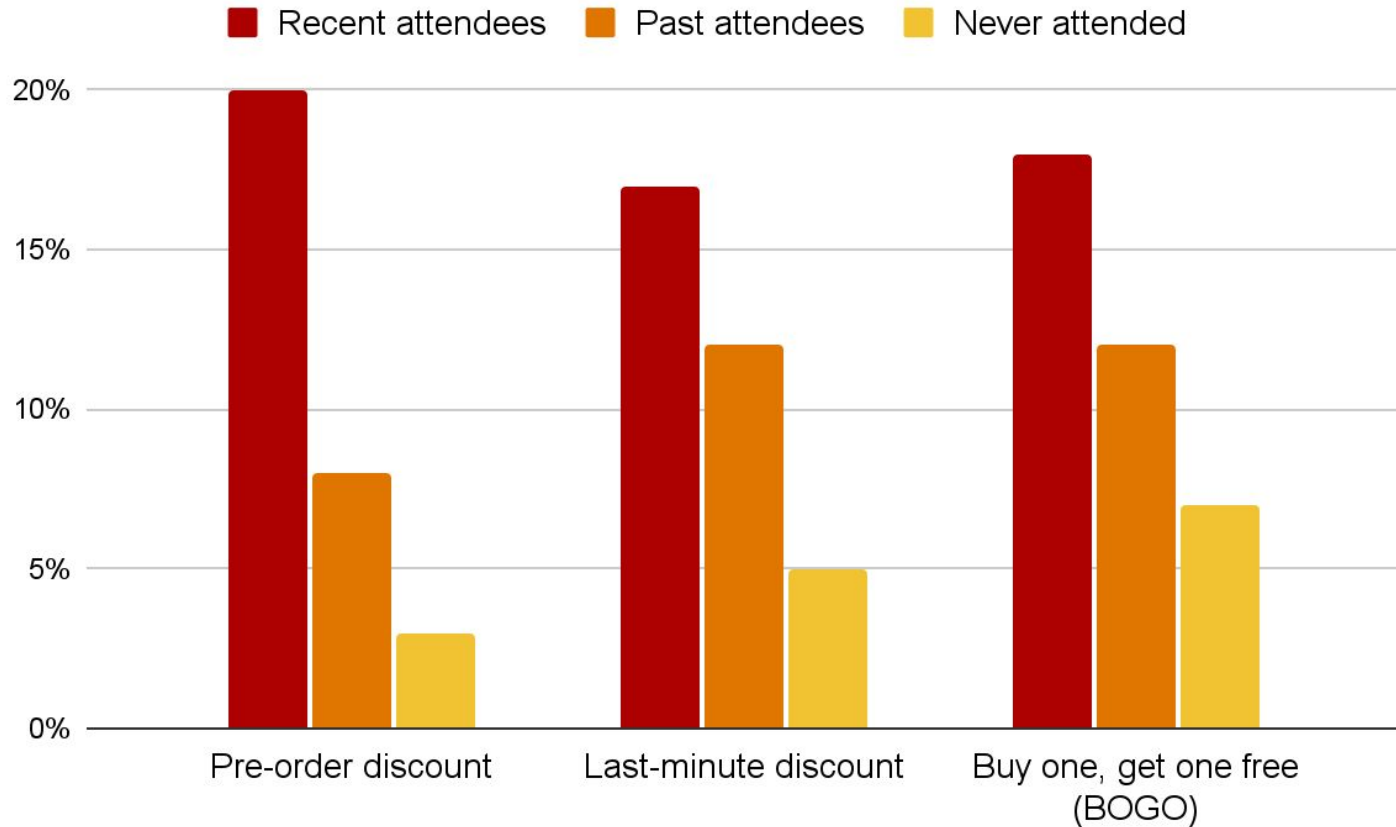
Email subscriber segments



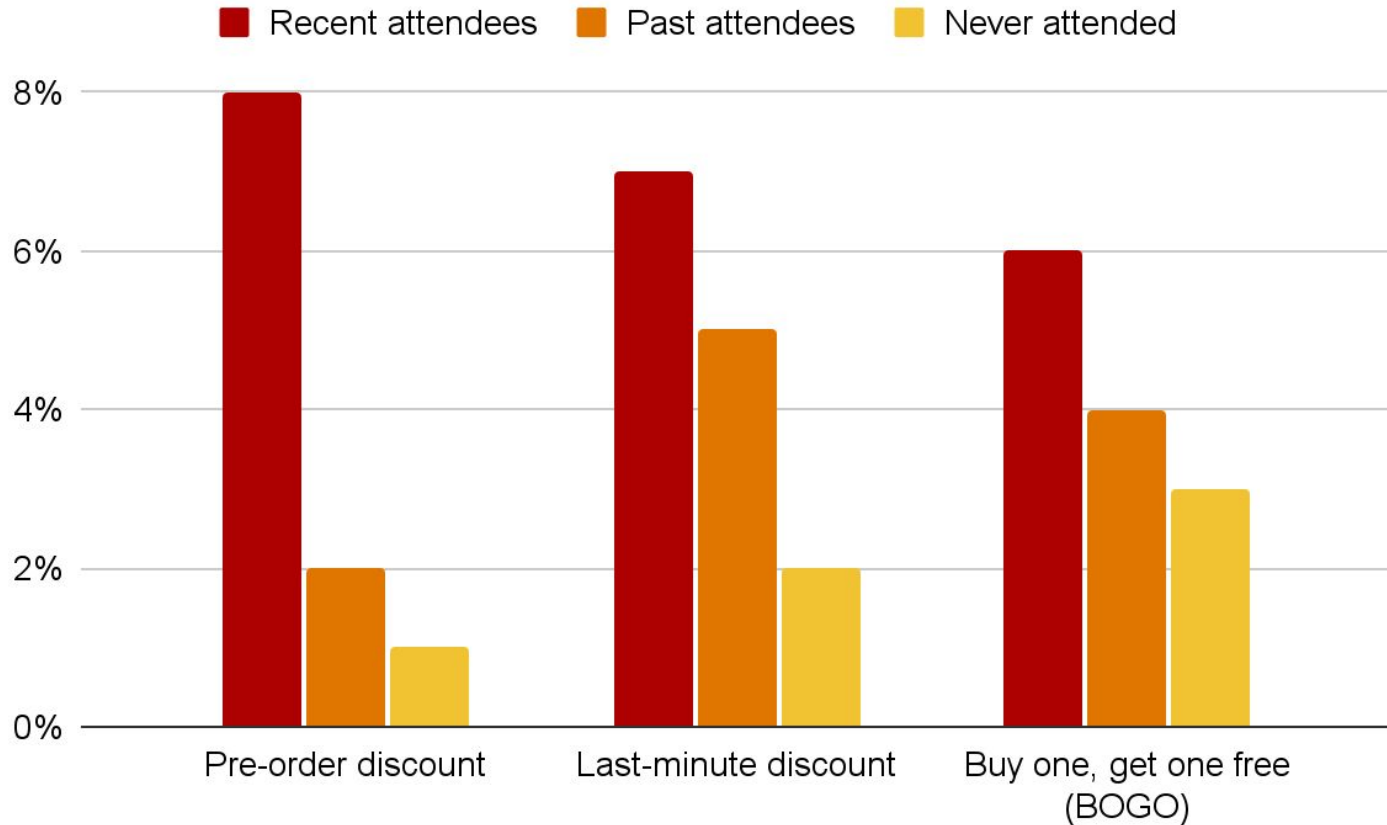
Open rates by email category



Open rates by promotion type



Click-to-open rates by promotion type



Conclusion and recommendations

- **Recent attendees** are our prime segment with highest open rates to all emails and most responsive to promotional emails, especially the pre-order ones.
- **Past attendees** respond better to last minute discounts and are the the second largest segment of our mail openers
- **Never attended** leads are most responsive to Buy-one-get-one promotions and have a good potential to grow once target separately.