



Data, Audiences and a lot of theatre Magic!

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BLACKPOOL GRAND THEATRE

Amy Brailsford

Data & Insights Manager



SPEKTRIX Hub (Manchester)





Booking confirmed

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Great, see you in six months —
please don't forget we exist.

From Booking Confirmation to Relationship Building

Because the audience journey starts
before they walk through the doors.

Amy | Data & Insights Manager



Right Person • Right Message • Right Moment

Using segmentation, automation and targeted content to make pre-event communications more purposeful.



Right person

Know who they are,
what they care about.



Right message

Say what matters,
in a way they'll read.



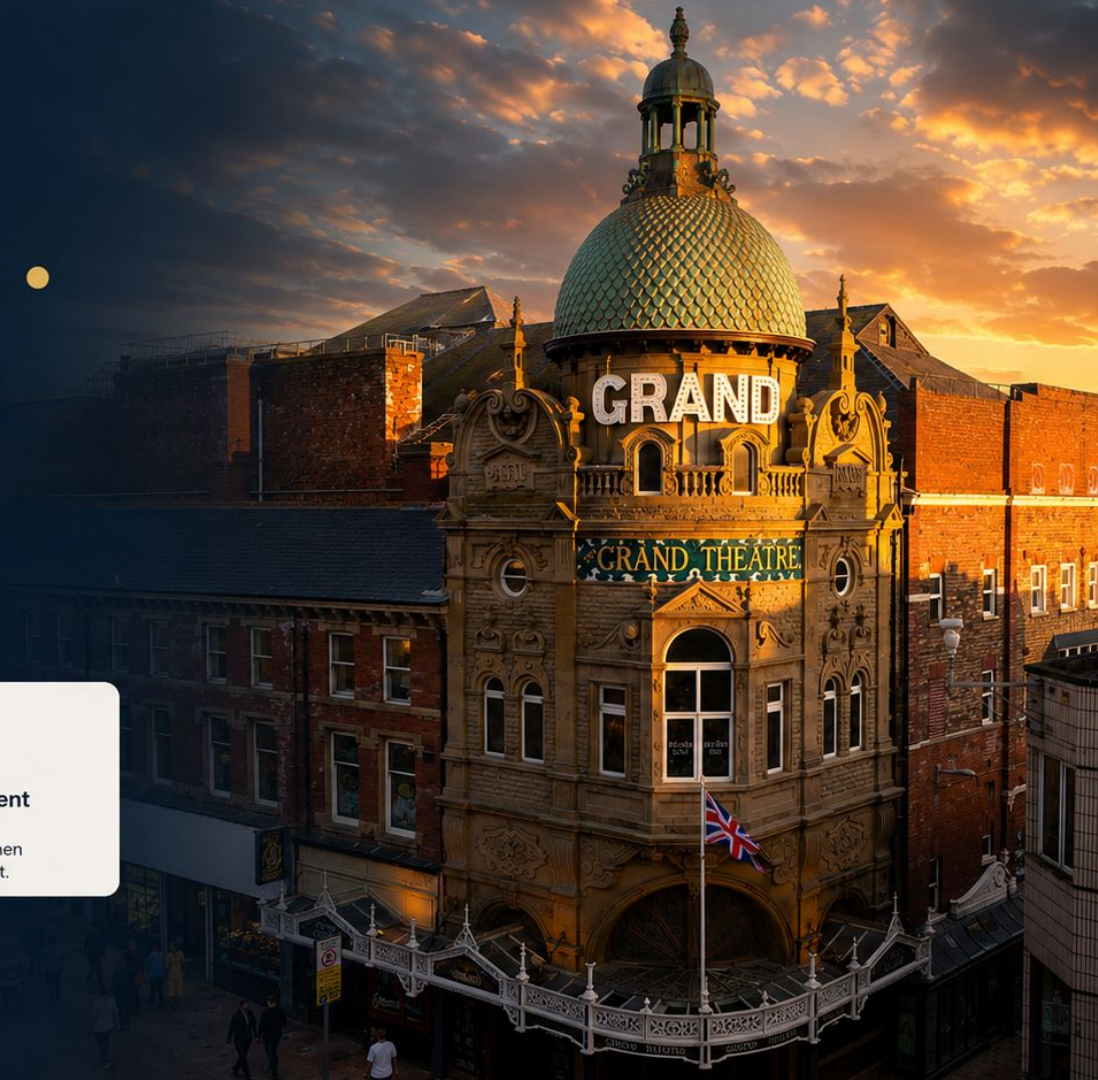
Right moment

Reach them when
it feels just right.



Not everyone needs
the same email.

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When Communication Supports Experience

Better relationships. Better timing. Better results.



11%

growth in average ticket price



9.1%

increase in bookers



5%

growth in tickets sold



16%

growth in active audiences



72%

increase in lapsed audiences returning



£140K

additional revenue from stale and lapsed audiences



No one wants more emails.
They want better ones.

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Timely, useful communication makes audiences feel expected — not just marketed to.

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