



**Liverpool Everyman & Playhouse**  
**Scott Turner Market Planning Manager**

**Customer Data is becoming increasingly central to the marketing effort in venues up and down the country.**

As arts ticketing consultant Roger Tomlinson noted in a recent web forum, "What I see around the world is the arrival in the Sales/Marketing departments of posts called Database Manager and similar."

Vital Statistics is a tool for forward-thinking businesses that want to better understand the relationship they have with their customers. Scott Turner, Market Planning Manager at Liverpool Everyman & Playhouse has been using the system for 9 months and has already seen measurable benefits.

Scott explains: "I have recently been using VS to conduct our Annual Customer Review. This Audit, carried out at the end of each tax year, includes the type of booker data we are all interested in:

- How many bookers we have
- How often they are booking
- What type of tickets
- What activity they are responding to

As an organisation with two venues, we are also interested in crossover – What types of people are coming to each venue? How often? How many tickets are they buying? And where are they coming from? Etc.

Ultimately the review tells us where we are and where we may be able to find improvement in terms of our relationship with our patrons. The more data we can mine, the more we know about where we are and where we can expect to be in the future.

To gather and analyse the information before we had Vital Statistics was a labour intensive process. Using VS, the data that the report is based on was found quickly and it enabled us to include things we have not been able to report on before.

I was able to group customers who have attended each venue within the tax year – these segments could be easily compared against previous years to measure trends. Once segments were set up, it was very easy to get all the necessary data such as frequency and retention rates and we are also now in a position to add new bits of data such as booking time and drive time of our patrons.

The data is used to help shape what we do in the future. For one, the results have shown the fruition of detailed segmentation and suggest that through even more work in this area we will see even better results.





“With Vital Statistics we are able to better segment our audiences and will be able to track the results of campaigns more thoroughly, allowing us to make more and better informed decisions.”

Scott is part of the new generation of data-aware arts professionals. It is no secret that box offices hold a wealth of information about customers; obvious facts like name & address but also important marketing intelligence that can be derived from the basic data such as lifestyle, frequency, value and catchment area.

Vital Statistics is an online solution designed to make it easy to access this business critical information, and to answer questions about who your customers really are.

