

# ENO

## Case Study



### How SMS helped a theatre reduce lost ticket sales

#### Q Overview

The English National Opera (ENO) is one of the world's most innovative and accessible opera companies, providing an annual programme of opera; from popular classics and operetta, through to more contemporary work and rarely performed musicals.

#### ✓ Challenge

The ENO has an international reputation for distinctive, contemporary and highly theatrical productions. Their productions generally sell out quickly but on the rare occasion when they don't, ENO wanted the ability to let specific customers know of last minute ticket offers directly.

#### 💡 The solution

SMS is a quick, low cost way to directly communicate with your customer base. By sending out exclusive offers close to the date of an event, a sense of urgency is created in the hopes that the recipient will respond quickly.

ENO used Textlocal's Messenger platform to send targeted communications to opted-in customers as a way of enticing them to purchase last minute tickets. All of ENO's customers were organised into targeted groups, based on the performances that they had previously expressed interest in; meaning they only received messages about events that matched those interests.

By providing informative messages and relevant offers on a regular basis, customer relationships are more likely to be forged and maintained.

#### 📶 The results

By sending out offers to past customers, ENO were able to reduce the value of unsold tickets. £500 worth of credits generated an £8,000 profit in ticket sales, an impressive return on investment of 1,600%!



“ We were delighted with the success of the campaigns. On average, generated sales equate to well over a ratio figure of 10 times the total cost of the SMS campaign. Having the ability to fill all the seats for each performance not only gives the artists a sense of pride, but also means our productions can be appreciated by our loyal customers. ”

English National Opera



TEXT  
Text GO to 62277



CALL  
01244 752299



EMAIL  
sales@textlocal.com



VISIT  
www.textlocal.com