

WATERMILL THEATRE

GIVING LOYALTY AND REVENUE A BOOST WITH SPEKTRIX

A case study

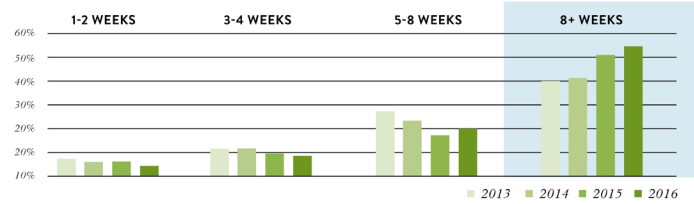
50TH ANNIVERSARY IN 2017

8 MAIN HOUSE SHOWS PER YEAR



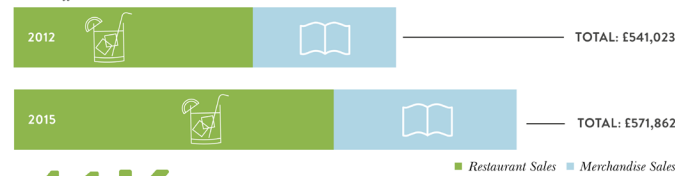
ADVANCED BOOKINGS

Currently 55% of ticket income is generated 8 weeks or more in advance of an event taking place - a rise of 15% since 2013.



RESTAURANT AND MERCHANDISE SALES

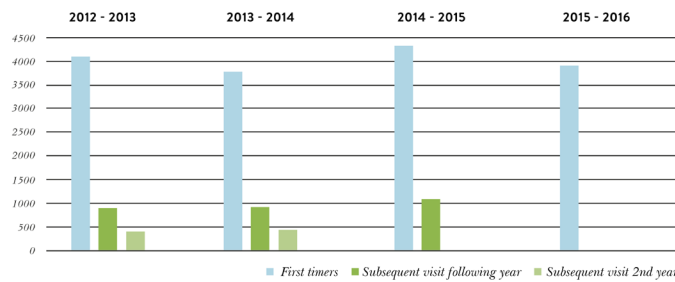
The Watermill Theatre use Spektrix to process reservations for pre and post show dining and merchandise sales, and this is done via upselling both online and at the Box Office.



41K INCREASE IN INCOME FROM RESTAURANT AND MERCHANDISE SALES OVER THE PAST 4 YEARS.

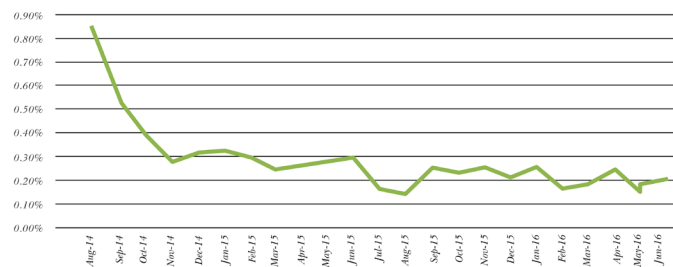
FIRST TIMERS AND RETENTION

Over the past 4 years The Watermill Theatre have increased the number of first time visitors as well as the retention rate of these customers.



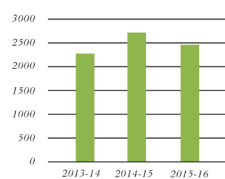
EMAIL UNSUBSCRIBES

The rate of email unsubscribes has dropped since The Watermill Theatre moved to Spektrix.



SUPPORTERS AND DONATIONS

Number of Supporters



Point of Sale Donation Ask



Number of Philanthropic Friends



SPEKTRIX

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