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The Audience Agency: Ticketsolve Academy Session

Please say hello & introduce yourself in the chat

Chris France: Head of Audience Finder Service

Louisa Hardinge: Product Manager

25th May 2022

[The Audience Agency](#)

Enabling cultural organisations to use our national data to increase their relevance, reach and resilience.

- Non-profit technology and research social enterprise.

- We champion audience-focused arts & cultural democracy.

- 10 years of turning data into intelligence and insight.

    ... and helping cultural organisations use it!

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Agenda

- Introduction

- What are the Audience Finder Data Tools?

- Introducing Audience Finder Answers

- Putting your insight into action

- Audience Finder artforms in Ticketsolve

- Q&A

Which description best describes your knowledge of the Audience Finder Data Tools service by the Audience Agency?

- Use your phone or browser and go to **www.menti.com**

- Enter code **7102 0413.**

- Let us know your thoughts on the options provided.

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What are your biggest challenges in using audience data within your organisation?

- Use your phone or browser and go to **www.menti.com**

- Enter code **7102 0413.**

- Let us know your thoughts on the options provided.

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What are your biggest challenges in using audience data within your organisation?

implementing integration

collecting too much

resource

finding capacity

prioritising

time

where to focus

leveraging

understanding

collecting

inspiring

recovering from lockdown

work time constraints

core users

what to focus on

time constraints

at source data entry

workload

knowing whats relevant

The Audience Finder Data Tools

audience finder

audience finder original

audience finder show stats

audience finder answers

- The Audience Finder Data Tools consists of the UK's leading audience insight service, whatever you need, whatever your organisation size or budget.

- A consistently developing suite of three platforms and support, enhanced services, re-designed to help arts organisations bounce forwards better.

- Designed to take your 'big data' and provide individual context to enable better data-driven decision making.

audience finder
original

audience finder
show stats

audience finder
answers

audience finder
support

audience finder
plus
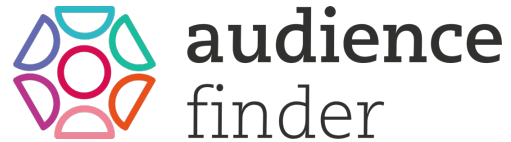
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- A database of all UK households and their cultural engagement.
- Over 1,700 UK organisations contributing data UK wide, including over 500 providing ticketed data.
- Over 400 touring organisations using Audience Finder Show Stats
- Over 16.9 million bookers tracked.
- Over 1.1 million survey responses.
- 22,000 plus registered users across all three platforms.
- Free to use, a condition of funding for NPOs, RFOs, APWs.

CREATIVE SCOTLAND
ALBA | CHRUTHACHAIL

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Audience Spectrum

- Combines culture-specificity with geo-location.

- 10 core segments and 20 sub-segments with distinct profiles located by postcode.

- Developed using real data.

- Sub-segment analysis available now in Audience Finder Answers & Audience Finder Show Stats

- A shared language for the UK sector.

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The Audience Agency Community

- A new online space to meet, collaborate, post jobs and update and ask questions to the Audience Agency and the wider community.

- Follow-up content from this event and research sessions will be posted here.

- The new home of the Audience Finder Knowledge Base.

- Custom group capabilities for networks and partners, cross artform, UK wide.

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Introducing Audience Finder Answers

How it started: Service for Data Haters

- Project allowing TAA to take a step back using a user centred design process to consider the needs of the arts, culture and heritage sectors as a whole uses data. Looking at fundamentals of people's attitude/relationship towards data.

- Undertaken through **context studies of users within their organisations**, observing the range of their work with data across multiple systems, **survey of over 600 respondents** to broadly understand their use of data, systems and the challenges they faced, the value proposition of the solution.

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Introducing Audience Finder Answers

- Our new next-generation platform, Audience Finder Answers, designated to help our users find the information they need most and use it effectively to achieve your audience goals.

- Range of question-led Audience Insights, full Survey Library and in platform production catergorisation functionality. Updated fortnightly with new developments.

- Audience Finder Answers is now the newest addition to the Audience Finder Data Tools.

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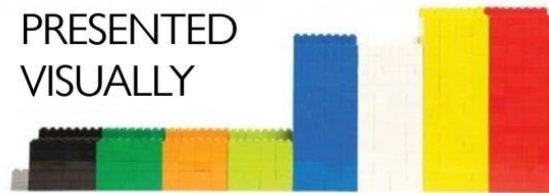# Taking a question led approach to applying data

A reminder of the essentials

The key to using any type of data within your day-to-day roles, for reporting and evaluation

DATA

PRESENTED VISUALLY

EXPLAINED WITH A STORY

SORTED

ARRANGED

Based on graphic by B. Rossen & K Lurie

Taking a question led approach

- Our research has consistently shown that the biggest issue for arts organisations in using data is not knowing the key questions of how to use and apply it. The 'so what' question of applying data.

- We would always suggest starting with detailing the core questions of what you want to get from your data within your funding strategy.

- This helps detail the *'what'* (what do I want to know), *'why.'* (why do I want to know it) Before you think about the *'where'* (where do I collect/find the data) and *'how'.* (how am I going to use it)

Taking a question led approach

Core question of your data (*what* do I know to know?)	Data objective (*why* do I want to know it?)	Locating/collecting the data to answer the objective (*where* do I find the data?)	How am I going to use the data to achieve my objectives (*how* am I going to use it)
I want to understand the geographic reach of my audiences since the beginning of the 2018/19 financial year.	Understand my reach as an arts organisation in my local area for use in day to day marketing/communications activity.	Through ticketing feed, Audience Finder Original 'Location' section. Audience Finder Answers Catchment, local authority and ward level insight.	To make strategic decisions in marketing campaigns, print coverage area with supplier, and AdWords/social media advertising reach through postal sector targeting.
I want to understand the profile of my audiences in relation to their arts engagement and social-economic status.	Demonstrate our current reach to unengaged arts audiences/lower social-economic status in my local area since the pandemic.	Through ticketing feed/Audience Finder survey, Audience Spectrum and Mosaic profiling analysis dashboards, Show Stats for when production level analysis is required.	Within upcoming funding applications and board reporting against organisation's mission and purpose.

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For existing users: Applying Audience Finder Artforms in Ticketsolve

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What does this involve?

- To get the most from your data at an artform level, and as a requirement for funded organisations, production categorisation requires you to assign your productions with an Audience Finder artform.

- This option is also available to undertake in Ticketsolve via our quick guide in both our and the Ticketsolve Knowledge Bases. This involves assigning the Audience Finder tags to your productions.

- If you start doing this, remember to let us know so we can ensure the data is pulling through.

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- Interactive helpdesk, Monday-Friday, 10am-6pm.

- [Ongoing online events series](#), Onboarding Live for new users, Community Forum Live covering a different by artform each month for existing users.

- Or book a 121 Audience Finder In Practice session.

- The Audience Agency Community, now the home of the Audience Finder Knowledge Base resource hub.

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Thank you for coming!

- Slides and further resources available after the session, also in our Community.

- Get in touch if there's anything you'd like to discuss further

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