



# Mansfield Palace Theatre

## Case Study

How Mansfield Palace Theatre used A/B testing on their brochure campaign which resulted in a 40% decrease in the campaign brochure



**Mansfield**  
**palace**  
THEATRE • Est. 1910



# Introduction

## Mansfield Palace Theatre

Mansfield Palace Theatre, opened in 1910 and was described as 'the last word in electric theatres - the acme of refinement and novelty!'. Since then, it has had a series of closures, re-openings and refurbishments. Today, it is one of the leading venues in the North of England. Mansfield Palace Theatre presents a variety of performances from comedy to ballet and dramas to amateur productions. With a beautiful 534 seater auditorium, a grand foyer and a busy bar, Mansfield Palace Theatre offers audiences the perfect surroundings for a fantastic night out at the theatre.



# The Goal

## Mansfield Palace Theatre Needed to Reduce Costs without Impacting Sales

Mansfield Palace Theatre is managed by the local authority, Mansfield District Council. Like other arts organisations, they were looking at various ways to save money without affecting their customer experience or ticket sales. Ticketsolve sat down with the theatre's marketing team to see if there were any easy and effective savings to be made. One area which was discussed was their brochure mailout.

The brochure mailout is one of Mansfield Palace Theatre's main marketing activities. Previously, their brochure was sent to each and every customer who had purchased tickets within the last three years. Ticketsolve posed the following question to Mansfield Palace Theatre's marketing team — is the brochure mailout successful?

The team felt that after brochure campaigns and mailout drops, that they witnessed a strong spike in ticket sales. However, when Ticketsolve asked the tougher questions, such as how successful it was in terms of ROI and repeat customers, the marketing team found it difficult to segment their answer into figures and results.

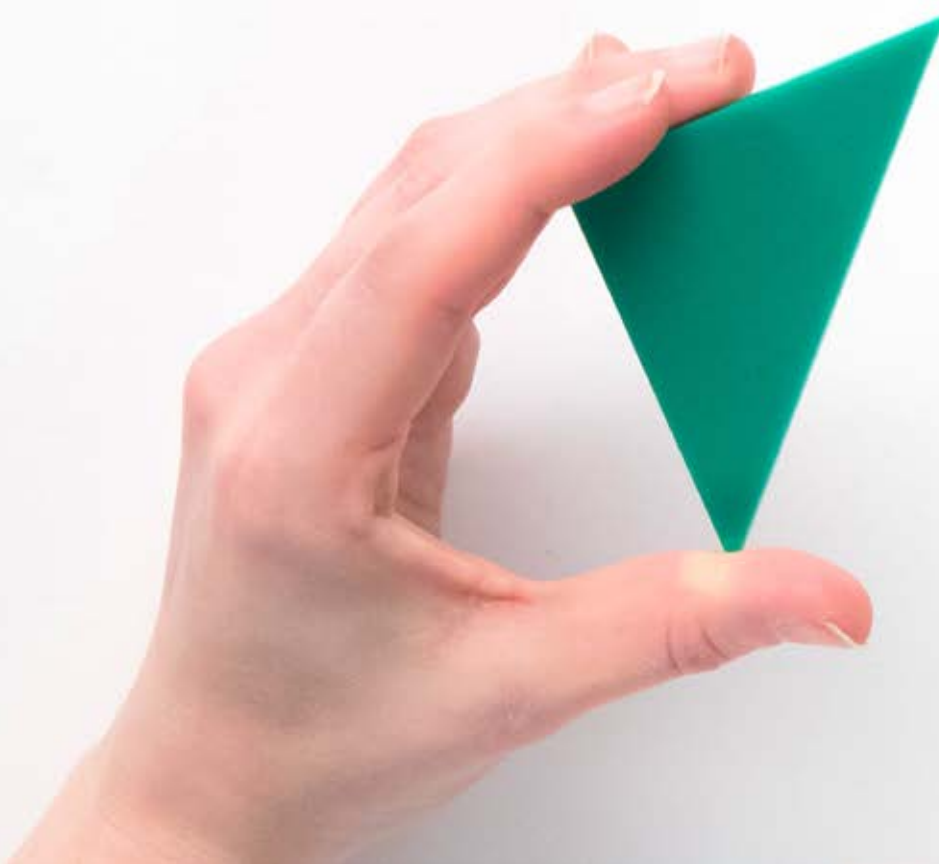
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As an organisation we had no way to measure how effective our brochure mail outs were until we segmented our mail out customers - this resulted in a significant cost saving.

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Louise Atkins  
Marketing Manager

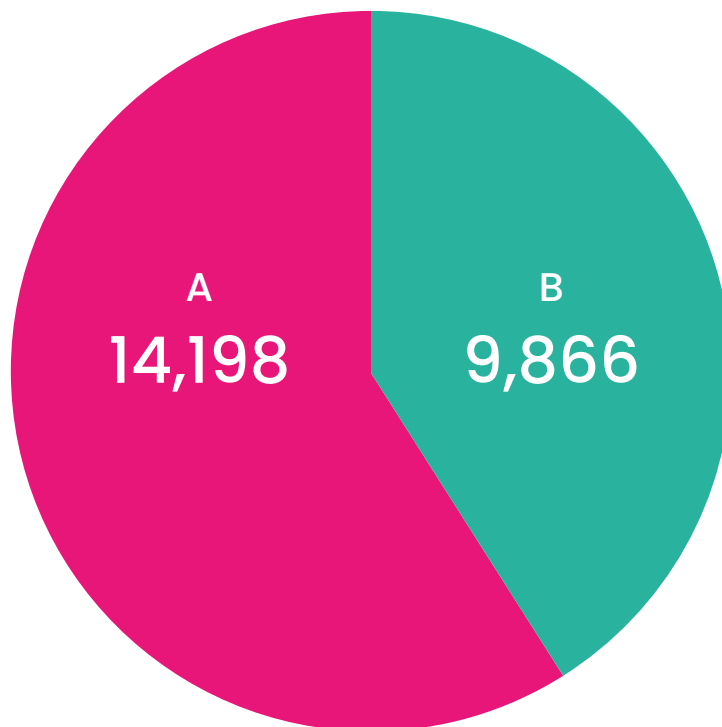




# The Strategy

## Using A/B Testing to Measure ROI

Mansfield Palace Theatre and Ticketsolve decided to track and monitor the success of the theatre's brochure mailout campaigns. Studying the previous year's mailout list, the Ticketsolve team recommended Mansfield try an A/B test and split their customers into two different segments. The first group included all customers who purchased tickets within the last year and the second group included all customers who purchased tickets 2 and 3 years ago, but not within the last year. In order to track the ROI, each customer was tagged and added to the brochure campaign.



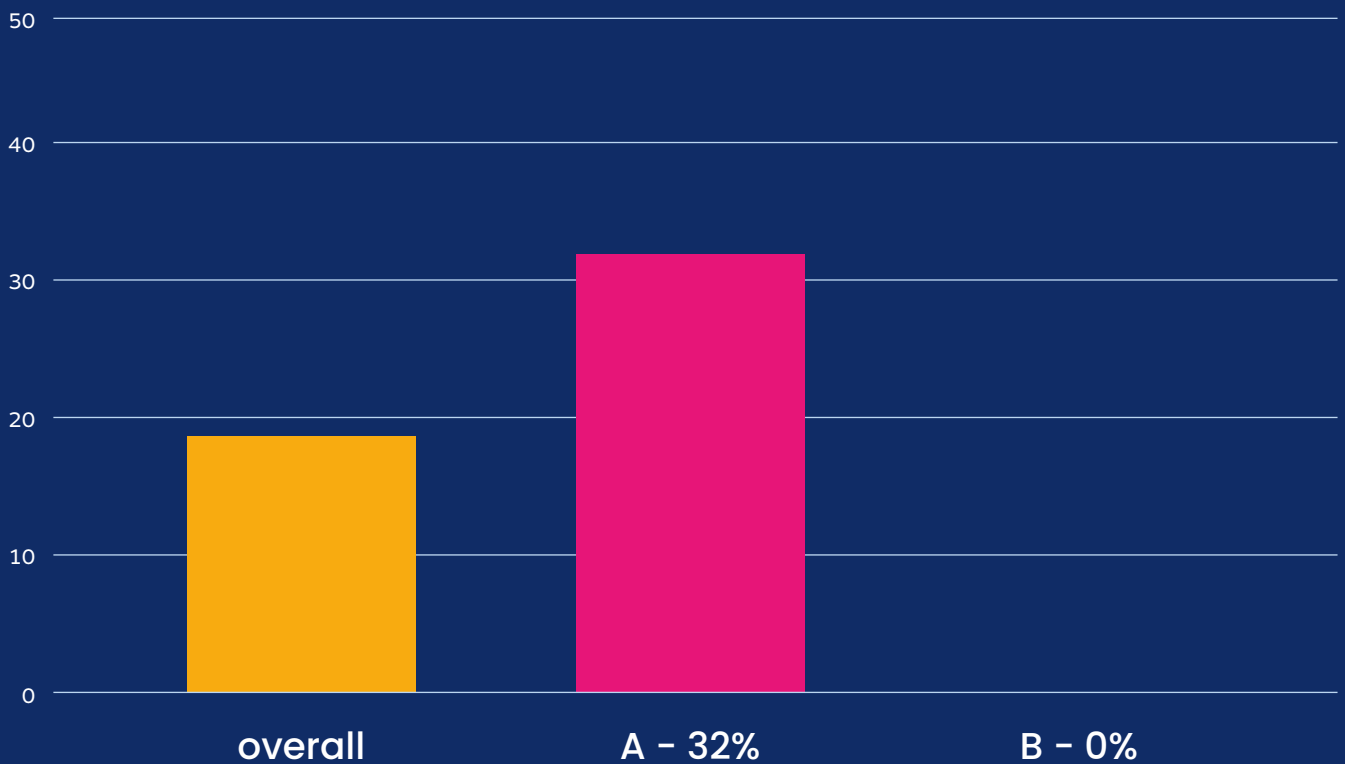
- Segment A - Customers who have bought tickets within the last year
- Segment B - Customers who have bought tickets in the last 3 years



# The Results

## The Brochure Received an overall ROI of 19%

Following the brochure mailout, Ticketsolve monitored the results of the experiment to track the success of the campaign and to establish any differences which appeared between group A and group B. The tracking period of two months began from the date when the brochures were first delivered. take a look at our results below:



- With an overall ROI of 19%, 4,625 customers out of the 24,064, who received brochures from the mailout, purchased tickets.
- Staggeringly, not one customer from segment B purchased a ticket.

- Segment B consisted of 40% of Mansfield Palace Theatre mailout list. Utilising the results presented by the A/B testing with Ticketsolve, the theatre now have the statistics to reduce brochure mailout costs by 40%.
- Mansfield Palace Theatre is now looking to complete an additional A/B trial in which they will further segment their customers into two new segments to further hone their mailout campaigns.



# The Learnings

## What Mansfield Palace Have Implemented

A/B testing is now a key part of the theatre's marketing campaigns, however, it takes time and patience to achieve the desired insights. Impressively these insights have directly transferred into a potential 40% cost savings for the Mansfield Palace Theatre. A/B testing is a constant process, one that needs to be refined and honed to achieve the best results.

From trialling this brochure experiment, the theatre now has created a lapsed customer segment. The next challenge for Palace Theatre will be to engage with these customers and encourage their attendance once again. Ticketsolve and the Mansfield Palace Theatre marketing team are now looking into other automated campaigns that can help them gain traction with these lapsed customers. These campaigns include lapsed customer automated emails, 'win-back' campaigns and phone call campaigns.

“

Since we launched with Ticketsolve their support and consultancy teams have instilled a data driven approach to how we work, the results have been outstanding.

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Nicola Walters  
Marketing and Media Assistant





# Thank you

We would like to thank the entire team at Mansfield Palace Theatre for their help in putting this case study together. We love having them as part of the Ticketsolve family and look forward to helping them grow even more in the coming years!

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