



## PATRON TENURE AND MIGRATION ANALYSIS SYSTEM

Enertex Marketing has developed data mining research applications to assess lifetime tenure and value of performing arts customers.

This analysis also tracks patron long term buying patterns.

This vital information allows our clients to plan and implement pinpoint marketing strategies to meet their subscription and single ticket sales goals.

You can:

- Easily identify your most valuable and productive patrons
- Further develop closer relationships with these patrons
- Target infrequent patrons for upgrading to become a more consistent buyer, subscriber or contributor

The database document attached, dated March 9, 2005, represents an example from an arts organization that provided Enertex with ten years/seasons of subscriber and single ticket buyer data. We combined these twenty patron segments, de-duped them, and linked them to learn of crossover relationships between all segments.

Multi arrays were created for patrons with multiple activity within and across seasons. Patrons were identified who had only one interaction with the organization, and only one in the ten-year period studied. Patrons were also identified who had multiple activity within that same period.

The second attachment shows the specific answers to questions posed by this client. (This type of research is dynamic and can be altered easily to your specific queries.) This specific project reported on tenure of subscribers, conversion of single ticket buyers to subscribers, and frequency of single ticket purchases.

Enertex Marketing can complete a project of this nature in two weeks. The cost for this type of database analysis can range from \$500 to \$4,000, depending upon the number of buyer segments and the quantity of names provided by the client.

For further information on this research system, please contact your Enertex Account Executive, or Tom Holm, Vice President, Enertex Marketing at 212-532-1610 or [tom@enertexmarketing.com](mailto:tom@enertexmarketing.com)