



LONG CENTER AUSTIN, TEXAS

Challenge

The Long Center for the Performing Arts is a vibrant arts organization with an appetite for excellence. To support its efforts to elevate the patron experience through ticketing, fundraising and marketing, the Long Center wanted to create strategic programs to:

- Drive revenue and reinvent ticketing sales strategies
- Expand and enhance fundraising operations
- Create a rich fan engagement experience at events and online

Solution

In 2014, the Long Center embarked upon a remarkable journey of change with Spectra, transforming their ticketing, fundraising and marketing strategies including:

- Implement a new ticket sales strategy to better target prospective buyers and increase effectiveness of ticket sales campaigns
- Upgrade to Spectra's integrated Blackbaud Razor's Edge fundraising solution
- Adopted responsive design mobile website and marketing communications template
- Deploy new marketing programs to enhance the fan social and engagement experience in-venue and online

Result

The Long Center has significantly improved several areas of operations by leveraging the full breadth of the Spectra product solution:

- Sold 70% of single tickets online using the Internet as a cost-effective sales channel
- Sold 10k tickets generating \$478k in incremental revenue from strategic ticket sales promotions
- Increased retargeting ticket sales results year-over-year
 - Increase of 45% in total conversions
 - Increase of 37% in total revenue
- Increased sponsorship donation revenue by over \$100K in a year
- Grew mobile website traffic 23% increase (136,961) during eight month period after change to responsive design
 - Delivered over 25% of single tickets sold via mobile
- Leveraging PAC Social and Hootsuite to enhance the customer social & engagement experience
 - Facebook following has increased from 18,000 to just over 28,000