



Prior to 2005, the Minnesota Orchestral Association segmented its season ticket buyers (subscribers) only by *major product category*: Classical, Weekender Pops, Adventures in Music for Families, etc. There was no accounting for specific music tastes beyond that. As a result, New Age music fans were grouped together with Country/Western fans in the segment “Weekender Pops.”

I developed new categories of segmentation on my own in 2004, partly as a result of doing list trades with other arts organizations, who had a specific type of show or play to promote. The first use of these segmentation codes was for the 2005-06 subscription campaign. They were first used for single-ticket promotions in the Spring of 2005.

Shown right is a late-campaign report on response by segment. The slides that follow will look at the definitions of these segments and their correlation to purchases of the Orchestra’s core product, Classical music concerts.

**0506 subscribing households by select segments**

Unless otherwise noted, all segments are based on purchase history as of February 7, 2005.

		Classical		Weekender Pops		AIM		Casual		CYO	
		Total subs. HHs: 5663		Total subs. HHs: 1043		Total subs. HHs: 623		758		Total subs. HHs: 822	
	Segment	# HHs	% of this product's HHs	# HHs	% of this product's HHs	# HHs	% of this product's HHs	# HHs	% of this product's HHs	# HHs	% of this product's HHs
<b>Recency</b>	0506 Preview Concert	740	13%	40	4%	15	2%	54	7%	30	4%
	0405 event in 2005	5074	90%	924	89%	484	78%	694	92%	449	55%
<b>SPENDING</b>	0405 \$25 seat (etc.)	1754	31%	97	9%	100	16%	188	25%	273	33%
	Spender	1274	22%	426	41%	135	22%	222	29%	96	12%
	Discountee	896	16%	148	14%	51	8%	159	21%	128	16%
	Convenience	467	8%	105	10%	48	8%	82	11%	13	2%
	\$5 seat redeemer	166	3%	29	3%	21	3%	25	3%	84	10%
	Group	138	2%	24	2%	11	2%	21	3%	13	2%
	Bleacher	26	0%	3	0%	2	0%	2	0%	8	1%
<b>DISTANCE</b>	10 miles or closer	3243	57%	398	38%	307	49%	400	53%	423	51%
	11-25 miles	1786	32%	494	47%	248	40%	287	38%	277	34%
	26-50 miles	254	4%	60	6%	44	7%	44	6%	46	6%
	51-100 miles	256	5%	67	6%	13	2%	21	3%	55	7%
<b>INTERESTS</b>	Classical music	5119	90%	816	78%	497	80%	705	93%	556	68%
	Broadway/Am Songbook	1732	31%	871	84%	91	15%	316	42%	180	22%
	Choral	1473	26%	768	74%	91	15%	215	28%	164	20%
	Jazz	1226	22%	867	83%	91	15%	220	29%	162	20%
	World/Folk	878	16%	769	74%	74	12%	192	25%	115	14%
	Comedy	688	12%	643	62%	48	8%	153	20%	67	8%
	Big Band	662	12%	609	58%	37	6%	137	18%	89	11%
	Pop music	422	7%	583	56%	33	5%	111	15%	60	7%
	Easy listening	215	4%	325	31%	23	4%	63	8%	19	2%
	Country/Western	202	4%	425	41%	23	4%	63	8%	29	4%
	Gospel	183	3%	417	40%	17	3%	64	8%	22	3%
	New Age	175	3%	49	5%	24	4%	36	5%	24	3%
	StribLecture	133	2%	36	3%	10	2%	24	3%	15	2%
Rentals-only attendance	91	2%	13	1%	9	1%	11	1%	19	2%	
<b>MISC.</b>	Email Club	939	17%	146	14%	59	9%	134	18%	84	10%
	CD	505	9%	29	3%	22	4%	47	6%	26	3%
	Video	344	6%	39	4%	48	8%	41	5%	15	2%
	None of the Above	64	1%	13	1%	20	3%	4	1%	29	4%
	No activity	45	1%	12	1%	5	1%	3	0%	28	3%



In all, there were 94 segments, almost all of which were combinations of product line, recency and frequency, such as “Classical subscriber evenings 6+ concerts last season”. These unwieldy product segments (see examples, right) were a first draft to a more refined schema, but I needed some results to know how I might refine them.

Code	Segment	Definition for 0506
AIM1	AIM SUB current	AIM Sub: Current season (0405)
AIM2	AIM TRUE NEW SUB current	AIM Sub: We never saw this household until they subscribed in 0405
AIM3	AIM SUB previous	AIM Sub: Previous season (0304)
AIM4	AIM SUB 2 ago	AIM Sub: Two seasons ago (0203)
AIM5	AIMSUB OLD	AIM Sub: Prior to two seasons ago (0203)
AIM6	AIM SGL last two	AIM single: Attended any concert in either 0304 or 0405 (non-spread T,G,Q,A where SEATS>1 and \$>0)
AIM7	AIM SGL 2 ago	AIM single: Attended any concert two seasons ago (0203) non-spread T,G,Q,A where SEATS>1 and \$>0
AIM8	AIM SGL OLD	AIM single: Attended any concert prior to two seasons ago (0203) season (non-spread T,G,Q,A where SEATS>1 and \$>0)
CC1	CC SUB current	Casual Sub: Current season (0405)
CC2	CC TRUE NEW SUB current	Casual Classics: We never saw this household until they subscribed in 0405
CC3	CC SUB previous	Casual Sub: Previous season (0304)
CC4	CC SUB 2 ago	Casual Sub: Two seasons ago (0203)
CC5	CC SUB OLD	Casual Sub: Prior to two seasons ago (0203)
CC6	CC SGL last two	Casual single: Attended any concert in either 0304 or 0405 (non-spread T,G,Q,A where SEATS>1 and \$>0)
CC7	CC SGL 2 ago	Casual single: Attended any concert two seasons ago (0203) non-spread T,G,Q,A where SEATS>1 and \$>0)
CC8	CC SGL OLD	Casual single: Prior to two seasons ago (0203)
CL1	CL SUB eve 6+ current	Classical Sub: Evening 6 or more concert series this season (0405)
CL2	CL SUB eve <6 current	Classical Sub: Evening 5 or fewer concert series this season (0405)
CL3	CL TRUE NEW SUB current	Classical Sub: We never saw this household until they subscribed this season (0405)
CL4	CL SUB eve 6+ previous	Classical Sub: Evening 6 or more concert series last season (0304)
CL5	CL SUB eve <6 previous	Classical Sub: Evening 5 or fewer concert series last season (0304)
CL6	CL SUB eve 6+ 2 ago	Classical Sub: Evening 6 or more concert series two seasons ago (0203)
CL7	CL SUB eve <6 2 ago	Classical Sub: Evening 5 or fewer concert series two seasons ago (0203)
CL8	CL SUB eve <6 OLD	Classical Sub: Evening 5 or fewer concert series prior to two seasons ago (0203)

Spender	Spender	51%+ of all events are in Price Scale 1 (highest \$ seats)
Email Club	Email Club	Patron's email address is in Email Club as "active" member
Web buyer	Web buyer	51% of all purchases (singles, subs, merch) were on Web
Convenience	Convenience	History has more than one valet, pre-paid, or Premier Pair product
Bleacher	Bleacher	51%+ of all events are in Price Scale 4+ (lowest \$ seats); VIP is addressed
Discountee	Discountee	33%+ of non-Rental events are with a discount (excl subs and groups)
nonMOA only	nonMOA only	Patron's only buying history is for Rental (non-MOA) events
CD	CD	Bought a CD
No activity	No activity	No orders of any kind (incl brochure & prospect) since 9798
Video	Video	Bought a video
Comps	Comps	Patron had at least one comp (excl subscriber bonus) in history
StribLecture	StribLecture	Patrons attending the Star Tribune's women's lecture series
Group	Group	Group order (G or T order with 10+ seats)
NOTA	None of the Above	Account does not fit any other category (cancelled event, survey, brochure, merch)
CLA	Classical music	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
CHO	Choral	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
BRO	Broadway/American Songbook	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
BIG	Big Band	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
JAZ	Jazz	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
POP	Pop music	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
WOR	World/Folk	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
EAS	Easy listening	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
NEW	New Age	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
GOS	Gospel	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
COM	Comedy	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0
COU	Country/Western	Attended this type of concert any season as non-spread T,G,Q,A where SEATS>1 and \$>0

The product-specific segments above were supplemented by the segments shown left, which reflected a patron's:

- Preferred sales channel (e.g., Web, Box Office)
- Marketing channel (e.g., member of the Email Club)
- Musical taste (e.g., Classical, Comedy, World/Folk)
- Price sensitivity (e.g., Discountee, Bleacher, Spender)

Some of the segments are mutually exclusive. For example, you cannot be both a Bleacher and a Spender (51% of concert history in the cheapest and most expensive seats, respectively). This exclusivity is the exception, though.



0506 subscribing households by select segments

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		Total subs. HHs: 5663		Total subs. HHs: 1043		Total subs. HHs: 623		758		Total subs. HHs: 822	
CLASSICAL	CL TRUE NEW 0405	61	1%	3	0%			2	0%	1	0%
	CL SUB eve 6+ 0405	2847	50%	38	4%	29	5%	94	12%	43	5%
	CL SUB cof 12 0405	80	1%	7	1%	2	0%	2	0%		
	CL SUB eve <6 0405	197	3%	15	1%	6	1%	37	5%	11	1%
	CL SUB cof <12 0405 or 0304	1395	25%	32	3%	14	2%	48	6%	19	2%
	CL SUB eve 6+ 0304	2654	47%	40	4%	32	5%	108	14%	50	6%
	CL SUB cof 12 0304	74	1%	4	0%	1	0%	1	0%		
	CL SUB eve <6 0304	69	1%	6	1%	4	1%	21	3%	5	1%
	CL SUB eve 6+ 0203	2397	42%	43	4%	31	5%	121	16%	63	8%
	CL SUB cof 12 0203	46	1%	1	0%			1	0%		
	CL SUB eve <6 0203	286	5%	12	1%	5	1%	18	2%	7	1%
	CL SUB eve pre0203	3958	70%	114	11%	62	10%	243	32%	140	17%
	CL SUB cof pre0203	1447	26%	25	2%	9	1%	45	6%	8	1%
	CL SGL <4 0304-0405	1516	27%	69	7%	55	9%	142	19%	195	24%
	CL SGL 4+ 0304	150	3%	5	0%	4	1%	19	3%	13	2%
CL SGL 4+ 0203	51	1%	3	0%			6	1%	5	1%	
CL SGL <4 0203	904	16%	50	5%	18	3%	79	10%	88	11%	
CL SGL pre0203	2574	45%	191	18%	85	14%	291	38%	223	27%	
WEEKENDER	WP TRUE NEW 0405			17	2%					1	0%
	WP SUB 6+ 0405	44	1%	574	55%	9	1%	25	3%	11	1%
	WP SUB <6 0405	31	1%	227	22%	4	1%	8	1%	5	1%
	WP SUB 6+ 0304	53	1%	494	47%	9	1%	30	4%	7	1%
	WP SUB <6 0304	31	1%	198	19%	6	1%	15	2%	6	1%
	WP SUB 6+ 0203	48	1%	466	45%	8	1%	31	4%	9	1%
	WP SUB <6 0203	33	1%	152	15%	4	1%	10	1%	3	0%
	WP SUB pre0203	156	3%	793	76%	19	3%	69	9%	21	3%
	WP SGL 4+ 0304-0405	13	0%	4	1%	1	0%	4	1%	1	0%
	WP SGL <4 0304-0405	448	8%	228	22%	56	9%	90	12%	58	7%
	WP SGL 4+ 0203	5	0%	1	1%			1	0%		
	WP SGL <4 0203	322	6%	134	13%	13	2%	56	7%	25	3%
WP SGL pre0203	1013	18%	404	39%	61	10%	195	26%	118	14%	

One of the big discoveries from this segmentation scheme was that season-ticket buyers (subscribers) to Classical concerts were characterized by a broad taste in music. Upon reflection, this made sense: the typical 24-concert season would feature a broad range of musical styles spanning more than 300 years of orchestral music. A broad taste in music in general --- with an interest in Classical music specifically --- was a good indicator of a Classical music season subscriber.

Despite the discovery just mentioned, there was little overlap between Classical subscribers and Weekender Pops subscribers. If the broad-minded Classical subscriber was going to a Weekender Pops concert to hear Jazz or Big Band, it was as a single-concert attendee, not a season subscriber. Ditto for the Weekender Pops season subscriber and Classical concerts.



One of the uses of segmentation I had proposed was **one-to-one marketing**: tailoring the message to the individual.

For example, shown right are four different messages that could be sent by email for a hypothetical concert. The first two would be sent to those with a preference for that composer, the third to those with a preference for piano works or whose buying history showed they were drawn by well-known artists.

The last, of course, is to discount buyers. As you can imagine, you would not want to offer special deals to those who would otherwise pay full price.

One-to-one marketing was not adopted by the Orchestra while I worked there.



**BEETHOVEN** Symphony #5

SHOSTAKOVICH Piano Concerto #1  
Chu-Fang Huang, Piano



**SHOSTAKOVICH** Piano Concerto #1  
Chu-Fang Huang, Piano

BEETHOVEN Symphony #5



**CHU-FANG HUANG**  
SHOSTAKOVICH Piano Concerto #1

BEETHOVEN Symphony #5

**\$15 seats this Thursday**

when you buy a full-price ticket to any other concert this season.

\$15 seats limited to two tickets.

**BEETHOVEN** Symphony #5  
**SHOSTAKOVICH** Piano Concerto #1  
Chu-Fang Huang, Piano