

# BeSci Wins!

Visitation / Ticketing  
Pricing  
Merchandise





**Category:** Arts / Events / Entertainment

**Project:** Optimise Revenue and Visitation

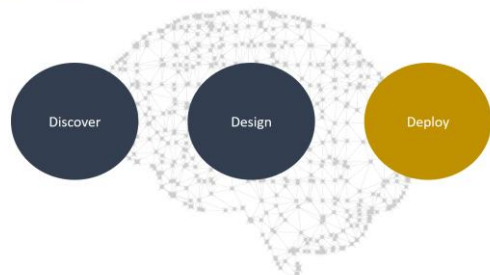
Client Confidential: Global Visitors 23M+

Australia Project: +500K Visitors and +110K Merch transactions

The client – an immersive experience – wanted to increase revenue, specifically by increasing ticket price, visitation and revisitation, as well as merchandise sales.

They needed to know who their visitors were psychologically, so that they could frame the proposition in the most appealing way, and craft the cognitive and behavioural ‘nudges’ most likely to influence behaviour.

Our BeSci Approach

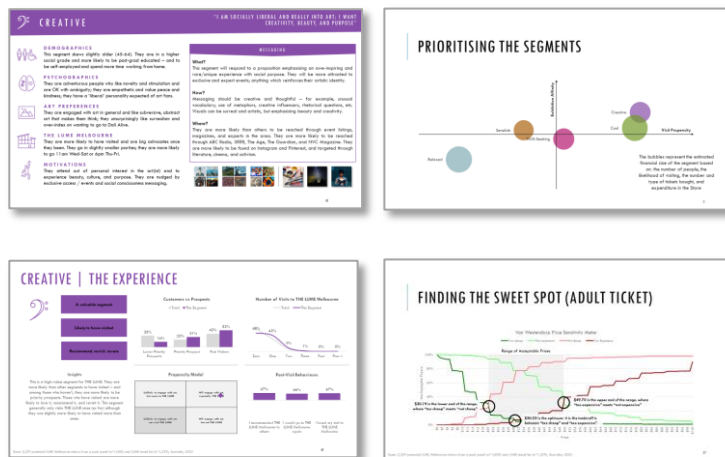


**The Real World Challenges:**

- Making eight data sets to speak to each other
- Working in a fast paced and ever changing environment
- High staff turnover

## The Behavioural Insights:

We did a psychometric survey among 2,359 visitors and prospects, segmented the data, and profiled the segments, ultimately designing the most powerful targeted experiences and communications. Within the survey we did a pricing conjoint analysis to identify the pricing ‘sweet spot’ for adults, concession and family tickets.



Examples only

We did a friction audit to identify conscious and subconscious barriers likely to cause where how and why customer disengage during the ticket purchase, the experience itself, the café and the shop. Collaborating with the 3<sup>rd</sup> party merchandise team we ran irrational pricing experiments including anchors and decoys within the shop to impact sales. Over the next 2 experiences average basket size increased \$7 (target was for +\$1).

## The Big Win Recommendations:

- Invest in a new ticketing platform – This is currently in roll-out phase. (Current platform has 21 friction points)
- Create individual customer ID to track across entire journey

## Measured Results Matter

**+93%**

Increase in customers added to database with immediate sales impact

**132**

Friction Points identified. 22 Critical and urgent

**5**

Segments identified including easiest most likely to convert

**56**

Attributes per segment + How and where to nudge them

**+\$7**

Basket size increase of merchandise sales Goal was for +\$1

+ more  
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# Understanding the Brain is Your Business

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