



**What is Arenamatrix?**



# Arenamatrix

A powerful and easy-to-use CRM, adapted to cultural venues

Easy to use, the Arenamatrix marketing platform offers to cultural venues a **360° view** of their audience in order to offer the **right product** to the **right person**, at the **right time**, via the **right channel** and at the **right price**.

**A CRM base that centralizes all your data, automatically.**

**Optimized management of your sales**

audience and sales analysis, reporting and forecasting

**A simple, powerful and targeted emailing and SMS software**

to personalize your communications with the public

**An expert in venue marketing to help you on a daily basis**

# We centralize all your data

## SCATTERED DATA

- Historical and current ticketing data
- Access control, cashless
- Subscribers to website forms
- Excel / Access files
- Satisfaction
- Shops, e-shop
- Donators, patrons

## CENTRALIZED WITH ARENAMETRIX



- Analysis
- Emailing / SMS
- Social networks
- Marketing automation
- RTB, programmatic\*

## AND VALUED ON DIGITAL CHANNELS!

Mailing, phoning...  
*\*with our partners*

### SALES ANALYSIS MODULE

#### Management of your activity

Performance Analysis Tools  
of all your points of sale

#### Decision support

Sales data turned into information  
to help you define your different strategies

#### Time saving

Automatic reporting tables

### CAMPAIGN MANAGEMENT MODULE

#### Sending email and SMS campaigns

Intuitive and easy campaign creation tool. Optimization of  
the deliverability of all your campaigns.

#### Marketing automation

Save time with automated emailing  
from predefined scenarios

#### Registration forms

Form creation tool  
with automatic data recovery



### CONTACT MANAGEMENT MODULE

#### Data collection

Automatic centralization of generated data  
through commercial and digital contact points

#### Knowledge of your audience

Tools for analysing the purchasing behaviour of your  
audiences

#### Engaging your communities

Segmentation tools to personalize communication

### + OPTIONAL MODULES

B2B Sales Management  
Multi-optins



# Arenamatrix

## And know-hows

### REVENUE MANAGEMENT

#### Analysis of your business

Analysis of your channels, traffic and historical sales to deduce trends

#### Pricing assistance

Sales data turned into information to help you define your different strategies

#### Optimization of sales prices

Proposal of dynamic tariffs

### CONSULTING AND AUDITING

#### Strategic advice

Advice and support on various audience development strategies, assistance in setting up campaigns

#### Audit of your data

Analysis of your sales data, creation of personae, definition of segments, proposal of development axis

#### Audit of your processes

Analysis of your tools, internal processes, interactions between different databases

### ACQUISITION STRATEGY

#### Help with lead acquisition

Creation of referral bases for the exclusion of existing customers from campaigns, search for statistical twins

#### Marketing automation

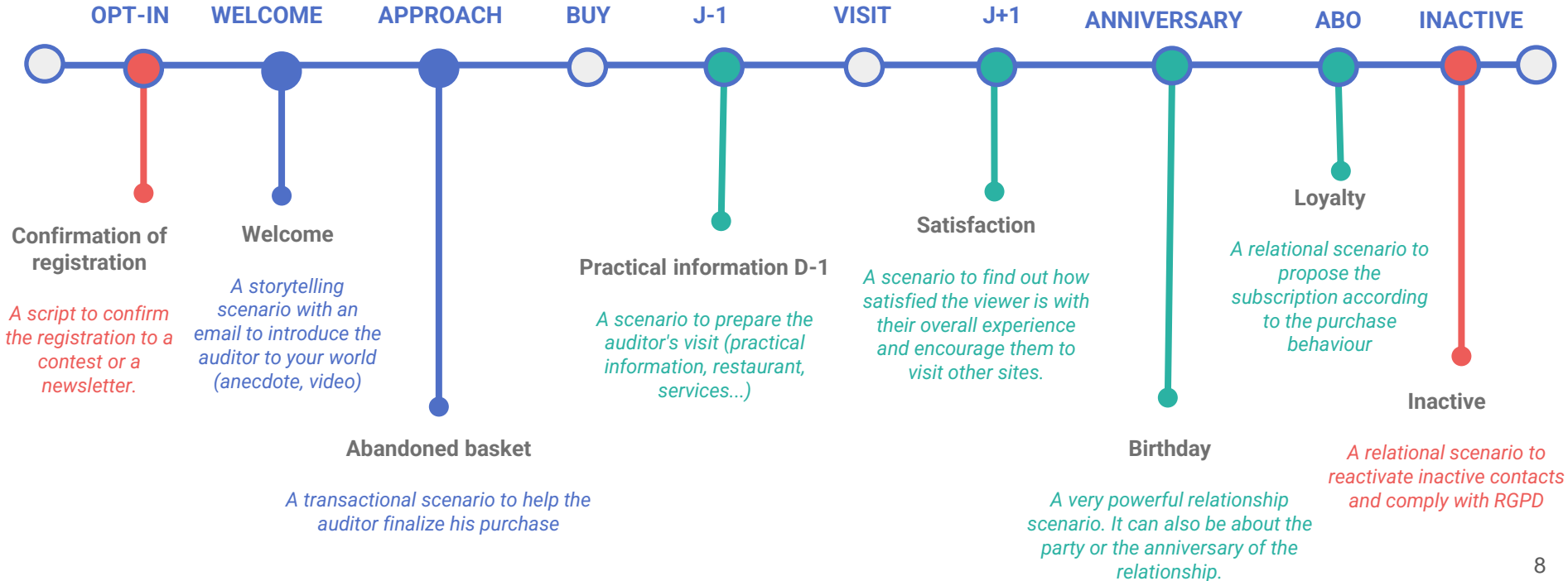
Scenario based on the behavior of sessions on your websites, transformation into identified leads

#### Base rental

Rental of qualified databases based on personal or preferential targeting

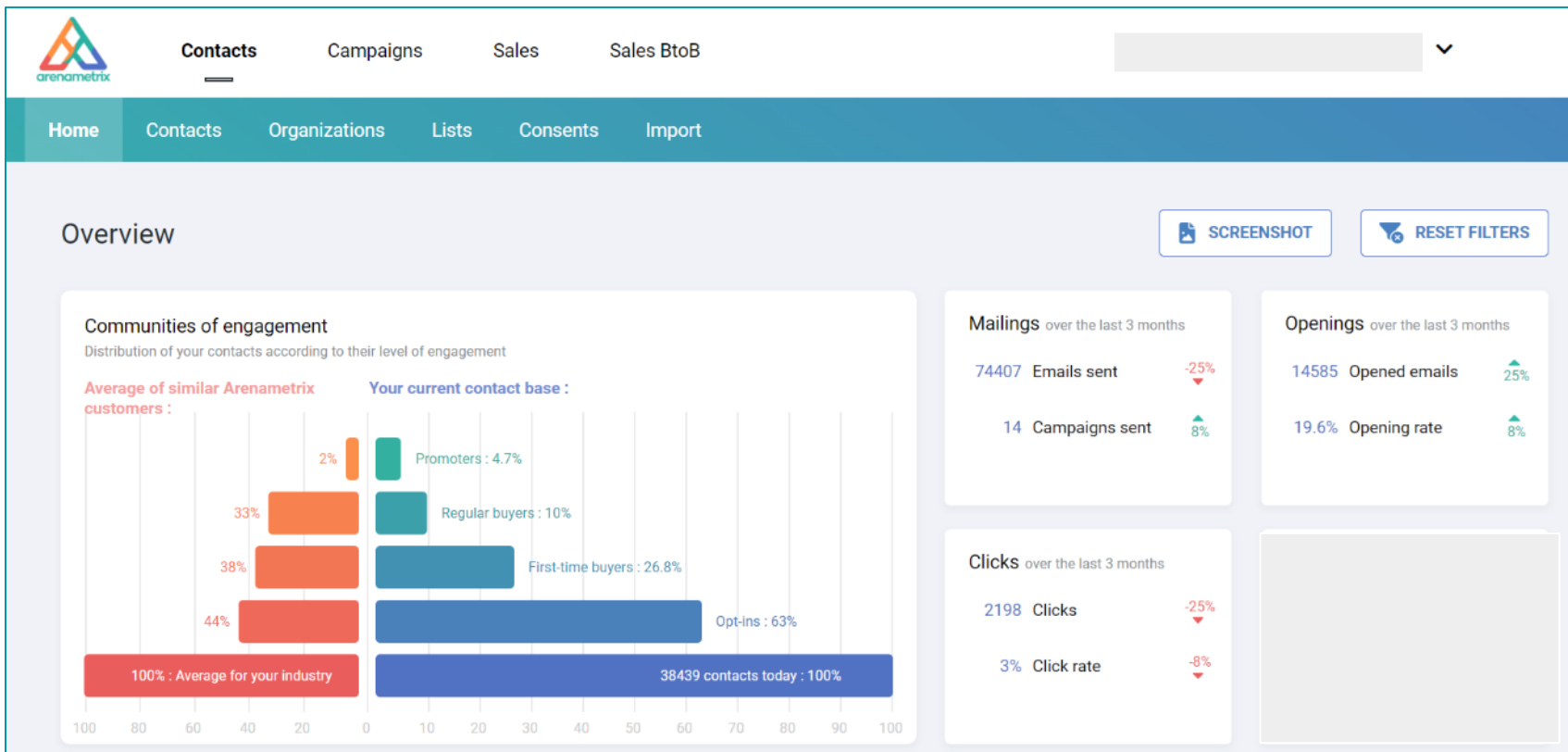
# The challenge

## Developping the relationship with your auditors



# 1 Analyse and target your audience

## Overview of your audience engagement



# 1 Analyse and target your audience

Extensive segmentation thanks to 40+ filters

Select one field

## Contacts

- Last name
- First name
- Email address
- Gender
- Age
- Date of birth
- Position
- Phone
- Distance
- Zip code
- Department
- Country
- Language
- Opt in
- Lists
- Consents
- Types of import
- Median income

## Organizations

- Organization
- Organization - advanced search
- Tag

## Global consumption

- Recency

## Loyalty

- Purchase delay
- Average basket value
- Average basket volume
- Total purchases value
- Number of tickets purchased
- Average price
- Maximum price

## Detailed consumption

- Number of tickets
- Number of purchases
- Total purchases value
- Number of performances

## Tickets

- Ticket status
- Venue
- Season
- Types of events
- Event
- Performance
- Sales channel
- Type of categories
- Category
- Type of pricing formulas
- Pricing formula
- Type of ticket
- Subscription/pack name
- Sales period
- Performances period

## Email campaigns

- Campaigns
- Sent emails
- Delivered emails
- Opened emails
- Clicked emails
- Date of click

## Clicked links

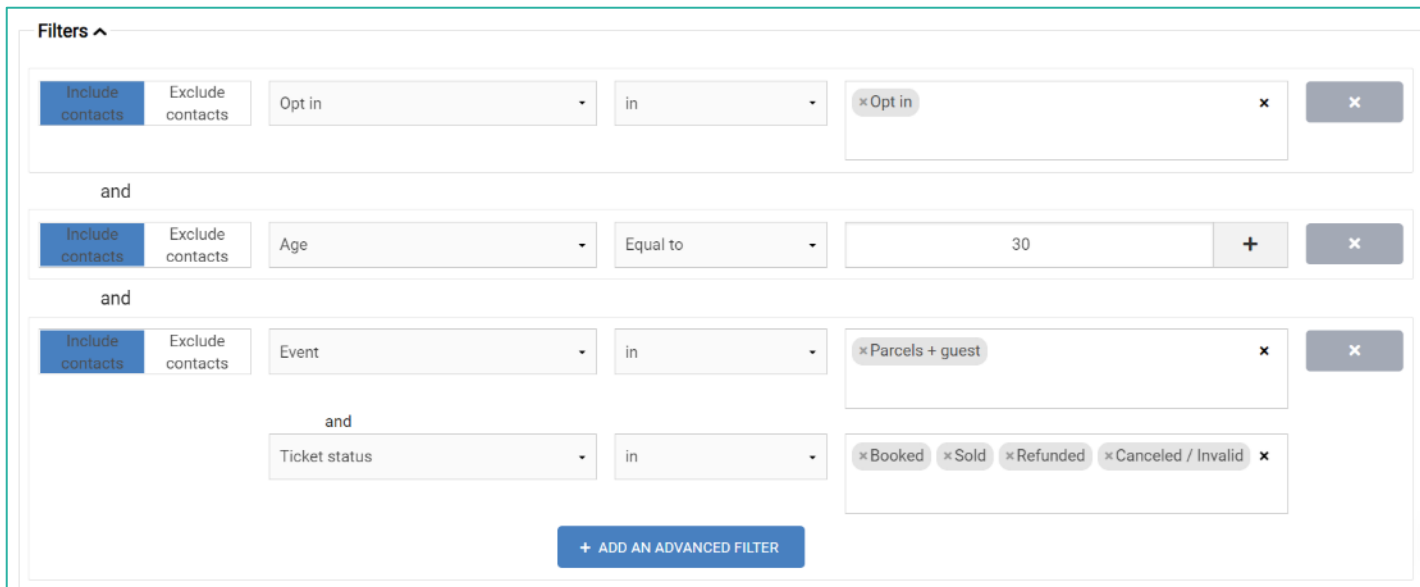
## Contributions

- Satisfaction
- Facility
- Date of publication



# 1 Analyse and target your audience

## User-friendly segmentation thanks to cumulative filter options



The screenshot displays a 'Filters' section with three main filter rows, each starting with 'Include contacts' and 'Exclude contacts' buttons. The first row filters by 'Opt in' status, set to 'in' with a value of 'Opt in'. The second row filters by 'Age', set to 'Equal to' with a value of '30'. The third row filters by 'Event', set to 'in' with a value of 'Parcels + guest', and includes a sub-filter for 'Ticket status' with values 'Booked', 'Sold', 'Refunded', and 'Canceled / Invalid'. A '+ ADD AN ADVANCED FILTER' button is located at the bottom.

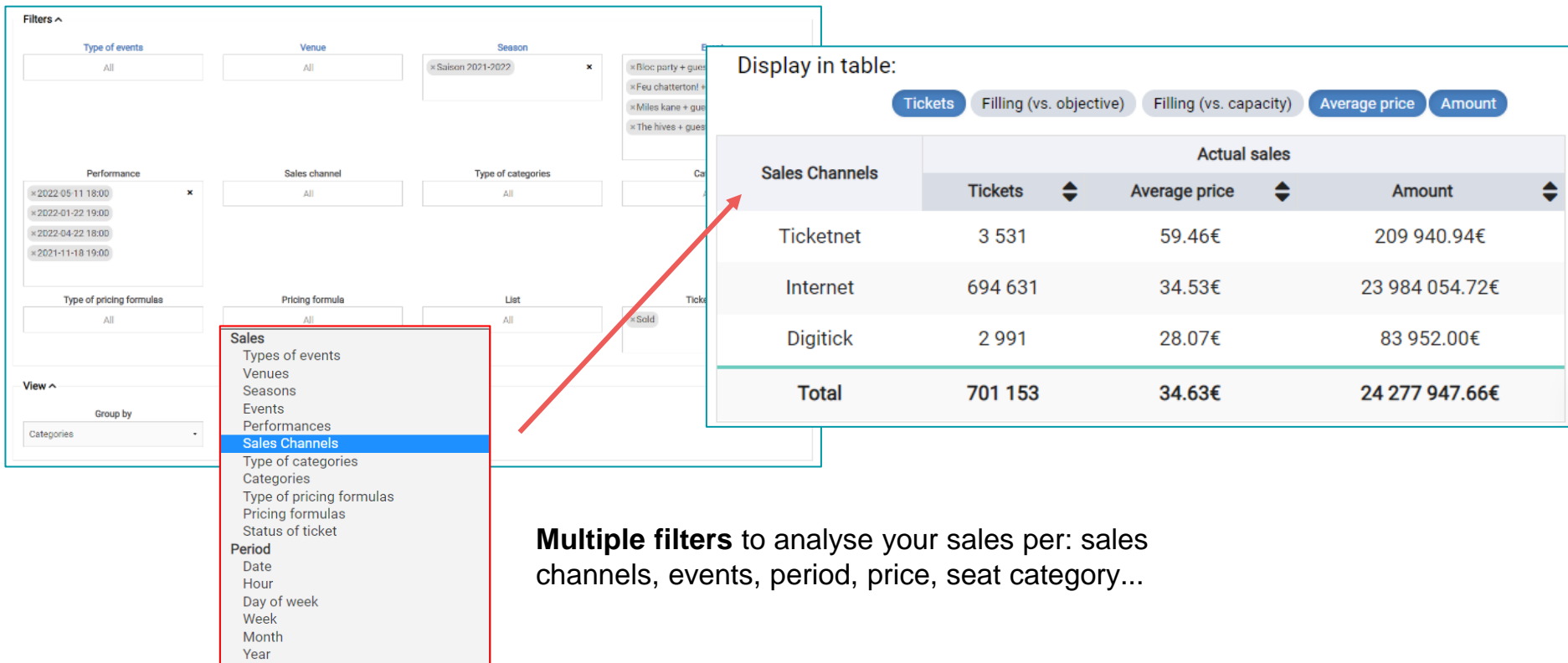
Dive into your database!

It has never been that easy to get a list of all contacts that are **opt-in\***, **under 30 years old** and that have **bought a ticket** for your **event "Parcels+guest"** - whether the status of their ticket is: booked, sold, refunded or canceled in your ticketing system.

*\*meaning they have agreed to receive digital campaigns from you*

# 1 Analyse and target your audience

## User-friendly dashboard to track your sales



The dashboard features a 'Filters' section with the following options:

- Type of events: All
- Venue: All
- Season: Saison 2021-2022
- Performance: 2022-05-11 18:00, 2022-01-22 19:00, 2022-04-22 18:00, 2021-11-18 19:00
- Type of pricing formulas: All
- View: Group by Categories

A 'Display in table:' popup is active, showing the following table:

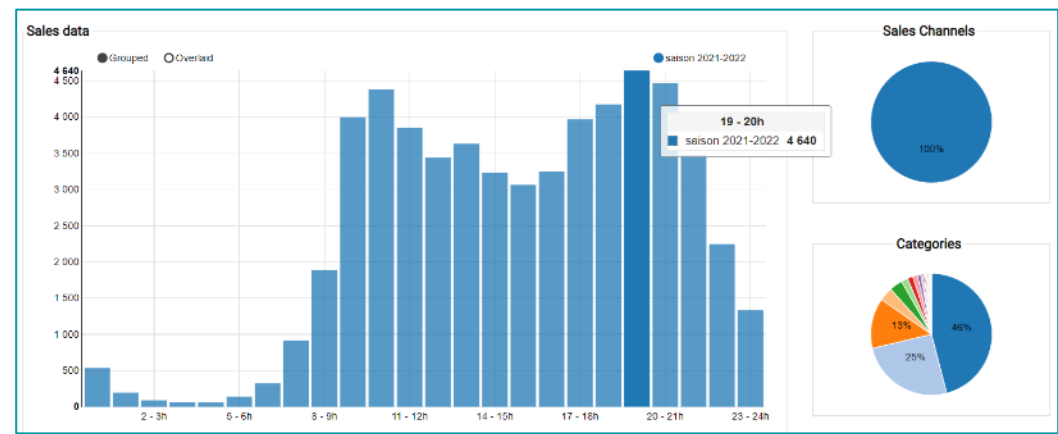
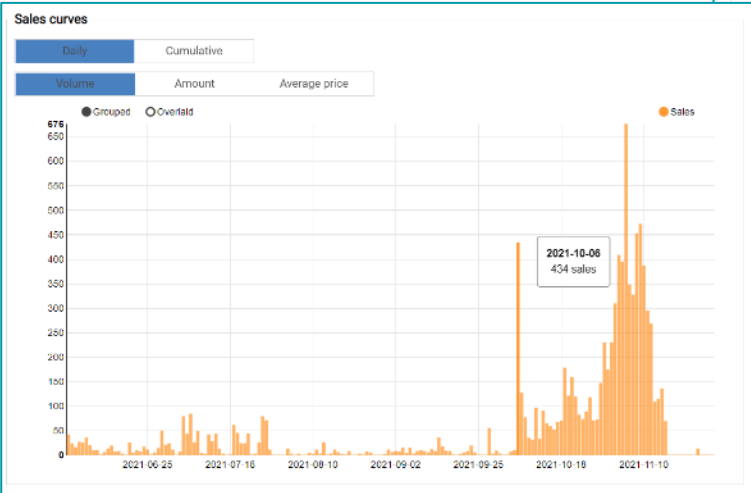
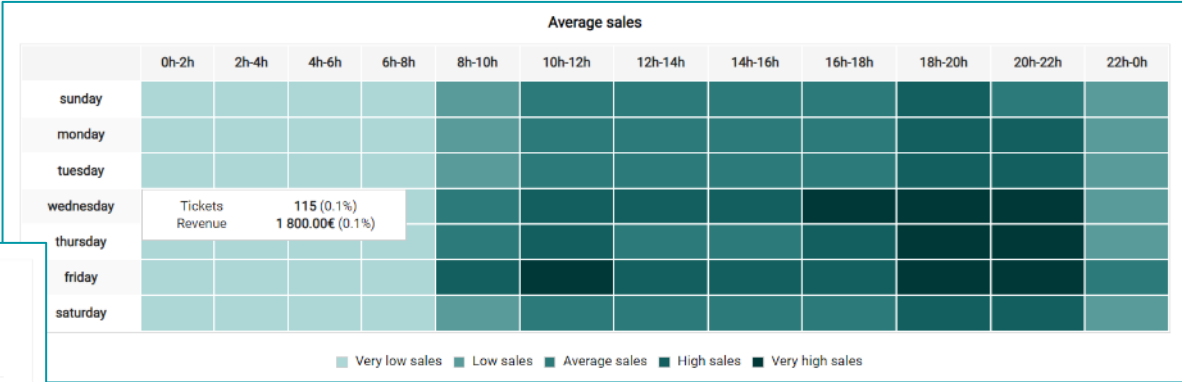
Sales Channels	Actual sales		
	Tickets	Average price	Amount
Ticketnet	3 531	59.46€	209 940.94€
Internet	694 631	34.53€	23 984 054.72€
Digitick	2 991	28.07€	83 952.00€
<b>Total</b>	<b>701 153</b>	<b>34.63€</b>	<b>24 277 947.66€</b>

A red arrow points from the 'Sales Channels' filter in the dashboard to the 'Sales Channels' column in the table.

**Multiple filters** to analyse your sales per: sales channels, events, period, price, seat category...

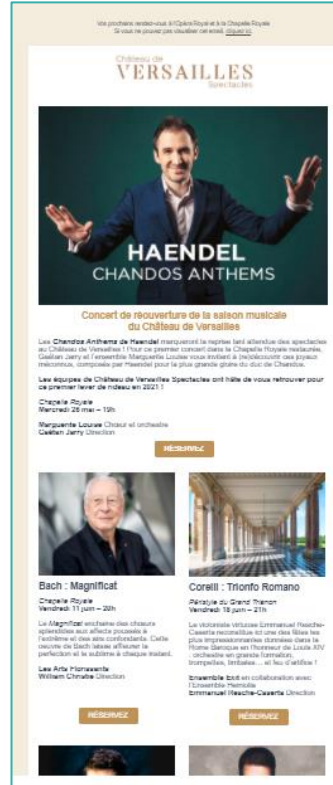
# 1 Analyse and target your audience

Charts and heatmaps that help you make the right decisions in your communication



### Why should you send your marketing campaigns from Arenamatrix?

- Easy-to-use campaign tool (drag & drop)
- Advice on deliverability & performance
- Innovative features to improve your performance : best send time, A/B testing, personalization, Google Analytics feedback, etc.
- Marketing automation scenarii



Une prochaine représentation à l'Opéra Royal et à la Chapelle Royale de vous va consacrer un succès car attendez...

**CHATELAIN DE VERSAILLES**  
Grand Théâtre

**HAENDEL**  
CHANDOS ANTHEMS

Concert de rouverture de la saison musicale du CHATELAIN DE VERSAILLES

Les Chœurs Anthems de Haendel interprètent les septes sept attentions des spectateurs au Châteaun de Versailles ! Tout ce premier concert dans la Chapelle Royale restaurée, Châteaun de Versailles et l'ensemble Marguerite Louise vous invite à découvrir ces artistes méconnus, composée par Haendel pour le plus grande place du duc de Châteaun.

Les équipes de Châteaun de Versailles Spectacles ont hâte de vous retrouver pour ce premier concert de rentrée en 2021 !

Chapelle Royale  
Mercredi 26 mai - 19h  
Marguerite Louise Châteaun et orchestra  
Gaelan Jany Châteaun

**RÉSERVER**

**Bach : Magnificat**  
Chapelle Royale  
Mercredi 11 juin - 20h

Le Magnificat est l'un des chœurs les plus importants de la messe. Cette œuvre de Bach nous offre une perfection et la subtilité à chaque instant.

Les Arts Primaverale  
William Christie direction

**RÉSERVER**

**Coralli : Trionfo Romano**  
Palais du Grand Théâtre  
Mercredi 18 juin - 21h

La victoire vénitienne Coronnait l'histoire de la République Venitienne sur une date importante, celle de la fête de la Saint-Jacques qui fêtaient de la fête de la République un grand festival de musique, d'opéra, de ballet, et de théâtre.

Le spectacle est en collaboration avec l'ensemble musicale international Haendel-Châteaun direction

**RÉSERVER**



**Grand Théâtre**

**Jun 2021 au Grand Théâtre**

Suite aux récentes annonces fédérales, le Grand Théâtre de Genève programmateur pour le mois de juin et se voit contraint d'annuler la production de **Le Traviata** de Verdi (20 juin au 3 juillet 2021) et le fameux baryton français **Ludovic Tézier** (6 juin 2021).

Comme annoncé, le ballet **Le Sacre** sera donné en streaming le 20 juin sur GTG.CH. Une programmation inédite et adaptée viendra à la dernière partie de cette saison et le mois de juin avec de nombreux signés **La Plage**.

Nos abonnés et amis qui les détenteurs et détenteurs de billets pour événements annulés ou à jauge réduite seront contactés e-par email.

**À venir**

**LE SACRE**

Œuvre puissante, rythmé et mélodique, le Sacre Printemps de Igor Stravinsky les talentueux chorégraphes Andersson Forsell et Verbruggen qui offrent leur regard dans Le Sacre scène de ballet diffusé en streaming sur GTG.C à 20h.

**PLUS D'INFO**



**SAVE THE DATE**  
3 juin 2021

La nouvelle saison et programmation 2021-2022 du Grand Théâtre de Genève sera dévoilée le 3 juin en streaming sur GTG.CH.

À vos agendas!

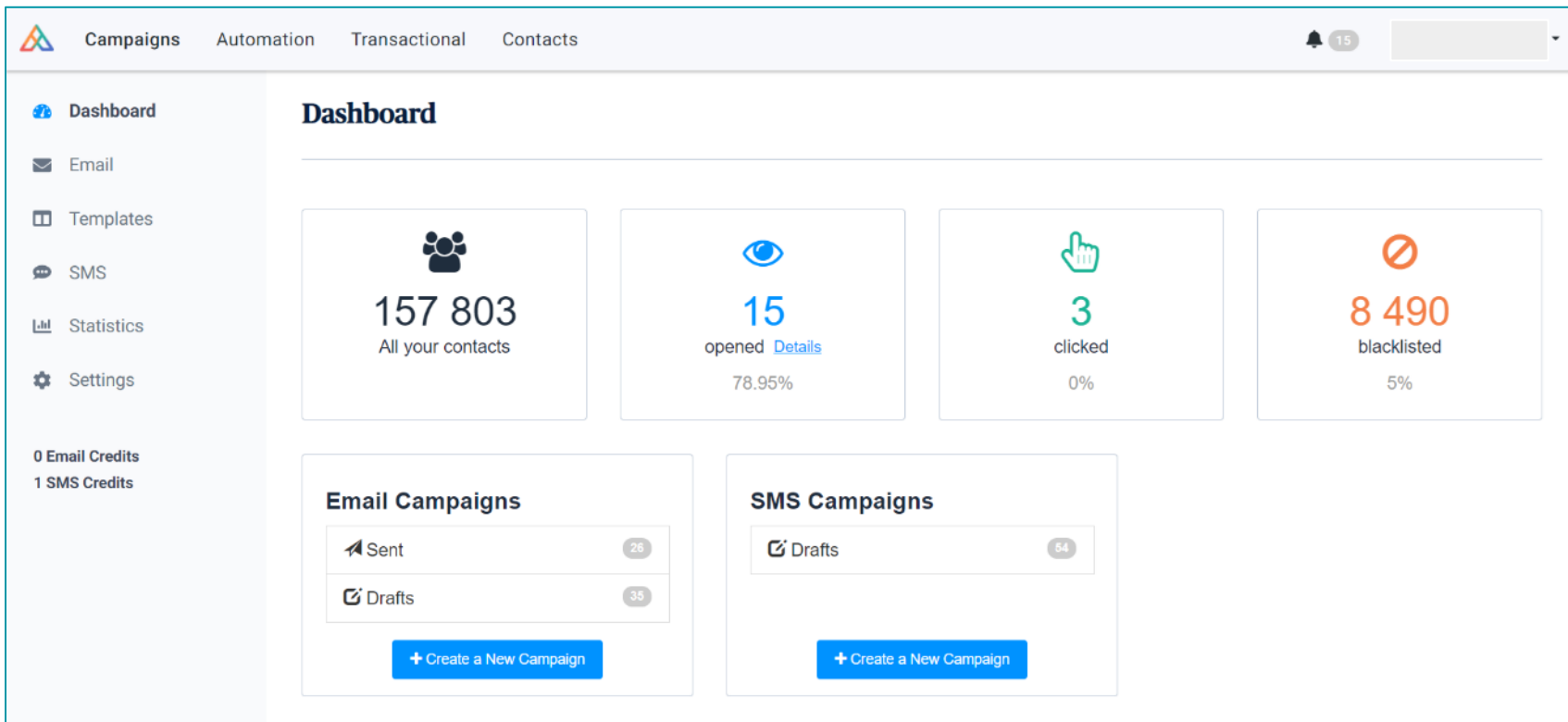
**LA PLAGE**

Le volet La Plage prépare de nombreuses propositions artistiques adaptées aux petits effectifs côté public, et ce durant tout le mois de juin. Cette programmation sera présentée fin mai.

En attendant, ce jeudi 20 mai, ne manquez pas l'**Aperopéra!**

**AGENDA**

## Clear overview of all your digital campaigns



The screenshot displays the Arenamatrix dashboard interface. At the top, there is a navigation bar with tabs for 'Campaigns', 'Automation', 'Transactional', and 'Contacts'. A notification bell icon shows 15 alerts. The left sidebar contains a menu with 'Dashboard', 'Email', 'Templates', 'SMS', 'Statistics', and 'Settings'. Below the menu, it indicates '0 Email Credits' and '1 SMS Credits'. The main content area is titled 'Dashboard' and features four key performance indicator (KPI) cards:

- Contacts:** 157 803 (All your contacts)
- Opened:** 15 (78.95% open rate, with a 'Details' link)
- Clicked:** 3 (0% click rate)
- Blacklisted:** 8 490 (5% blacklisted rate)

Below the KPI cards, there are two sections for campaign management:

- Email Campaigns:** Shows 'Sent' (26) and 'Drafts' (35) counts, with a '+ Create a New Campaign' button.
- SMS Campaigns:** Shows 'Drafts' (54) count, with a '+ Create a New Campaign' button.

# 2 Activate your data

## Comprehensive stats analysis

### Statistics

Friday:29-10-2021 Monday:29-11-2021 [Show Statistics](#)

October, 2021 November, 2021

MO	TU	WE	TH	FR	SA	SU
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

<b>Open Rate</b>	<b>Click Rate</b>	<b>Unsubscription Rate</b>
36.79% <a href="#">Details</a>	6.54%	0.09%

<b>Total Sent</b>	7
<b>Total Recipients</b>	31,549
<b>Total Opened</b>	11,506
<b>Total Clicked</b>	2,044
<b>Total Unsubscribed</b>	28
<b>Total Replied</b>	0
<b>Total Soft + Hard Bounces</b>	278

### 2122\_newsletter

[Back to the List](#)

Summary | Timeline | Opens & Clicks | Clicked Links

Last update of the campaign: Friday 05-11-2021, 09:51

<b>Subject</b>	0% <span>50%</span>	0% <span>10%</span>	0% <span>2%</span>
<b>From</b>	<b>8,528</b> 39.08% Estimated opened	<b>1,653</b> 7.57% Clicked	<b>20</b> 0.09% Unsubscribed
<b>Reply to</b>	<b>Trackable open rate</b> 39.08%	<b>Click Rate</b> 7.57%	
<b>Included Lists</b>	Trackable opens 7,827	Unique Clicks 1,653	
<b>Exclude lists</b>	Total Opens 15,250	Total Clicks 2,881	
<b>Segment</b>	Number of Complaints 2		
	Last Opened 28-11-2021 21:50	Last Clicked 26-11-2021 18:05	

	<b>2122_invitation_</b>	<b>46</b>	<b>18</b>	<b>1</b>	
	#135 • Sent on 16 Nov 2021, 16:56	100%	39.53%	2.17%	
	<a href="#">Report</a> • <a href="#">Preview</a> • <a href="#">More</a>		<a href="#">Details</a>		
	<b>2122_newsletter</b>	<b>1,979</b>	<b>903</b>	<b>100</b>	
	#131 • Sent on 11 Nov 2021, 15:31	100%	45.81%	5.07%	
	<a href="#">Report</a> • <a href="#">Preview</a> • <a href="#">More</a>		<a href="#">Details</a>		
	<b>2122_newsletter</b>	<b>22,046</b>	<b>8,518</b>	<b>1,653</b>	<b>20</b>
	#125 • Sent on 05 Nov 2021, 12:34	100%	38.85%	7.54%	0.09%
	<a href="#">Report</a> • <a href="#">Preview</a> • <a href="#">More</a>		<a href="#">Details</a>		

## Features that can boost your communications

Setup > Design > Recipients > Split rules > Confirmation

Regular A/B Test

**i** Welcome to A/B test campaigns

Choose a variable to test. Half of the test group will receive version A and the other half will receive version B. The winning version will be determined by the highest open or click rate and will be sent to the remaining recipients.

To have significant test results, we recommend including at least 5,000 recipients in each test group whom you have contacted previously.

**Variables**

- Subject Lines**  
Test two different subject lines to improve your email open rates.
- Email content**  
Test two different designs to improve your click rates.

**Schedule Campaign** ✕

Send your campaign now or schedule it in advance

- Send it now
- Schedule for a specific time
- Send it at the best time**  
We maximize the open rate by delivering your campaign at the optimal time for each recipient **over a 24 hour period.**

Date

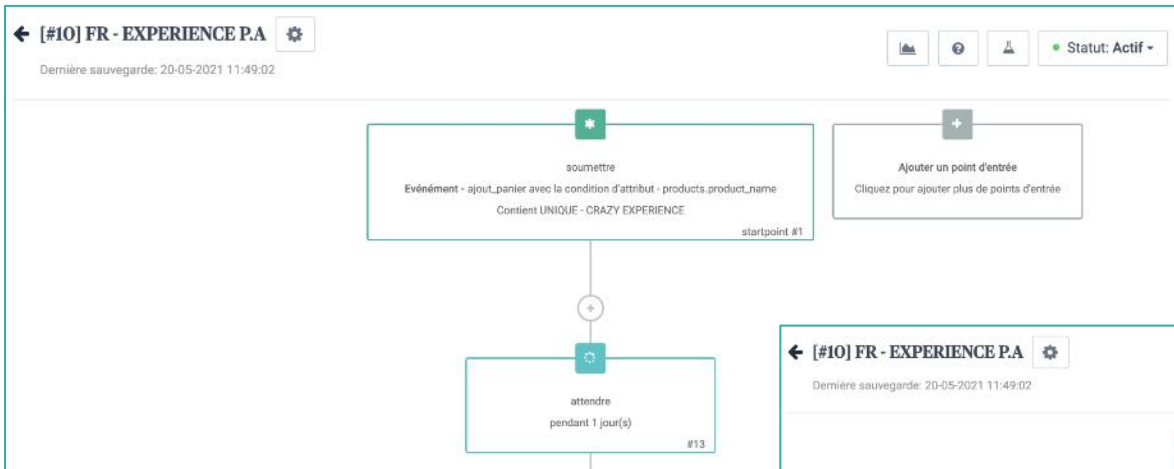
Monday, 29-11-2021

It may take until tomorrow at 03:00 to deliver all messages. ✕

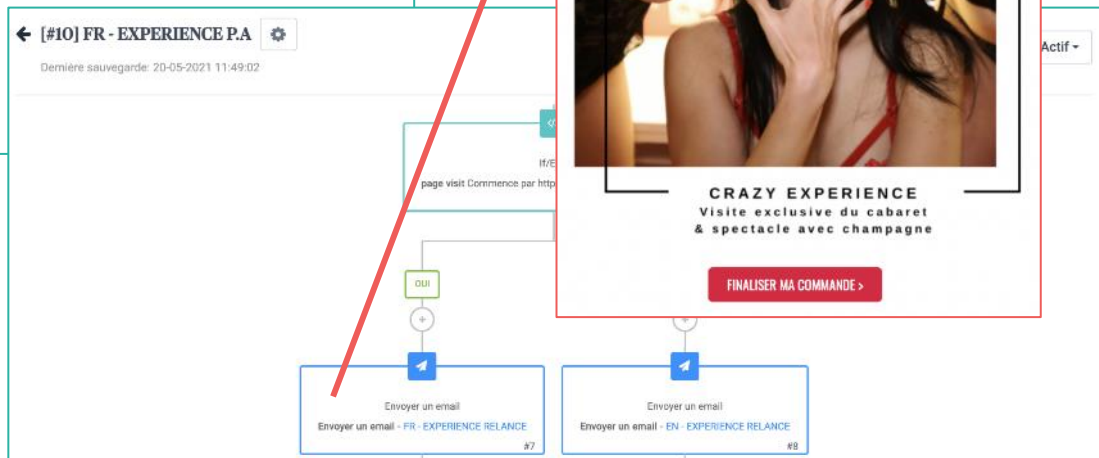
[Cancel](#) **Continue**

**2 advanced features you should know about:**  
A/B testing and “send at the best time”

## Marketing Automation (optional)



A powerful **marketing automation** tool, with multiple **scenarii already created and activated** for our clients: purchase card reminder, automatic welcome email, pre-show emails, re-qualification, inactive contacts management, etc.





BILLETTERIE | eCHEQUE CADEAU | CONTACT

**VALIDEZ VITE VOTRE PANIER ...**

Vous avez récemment ajouté des articles dans votre panier. Peut-être n'avez pas eu le temps de finaliser votre commande ou l'avez vous oubliée ? La disponibilité et le prix des articles ont pu évoluer depuis votre dernière visite, n'attendez plus !



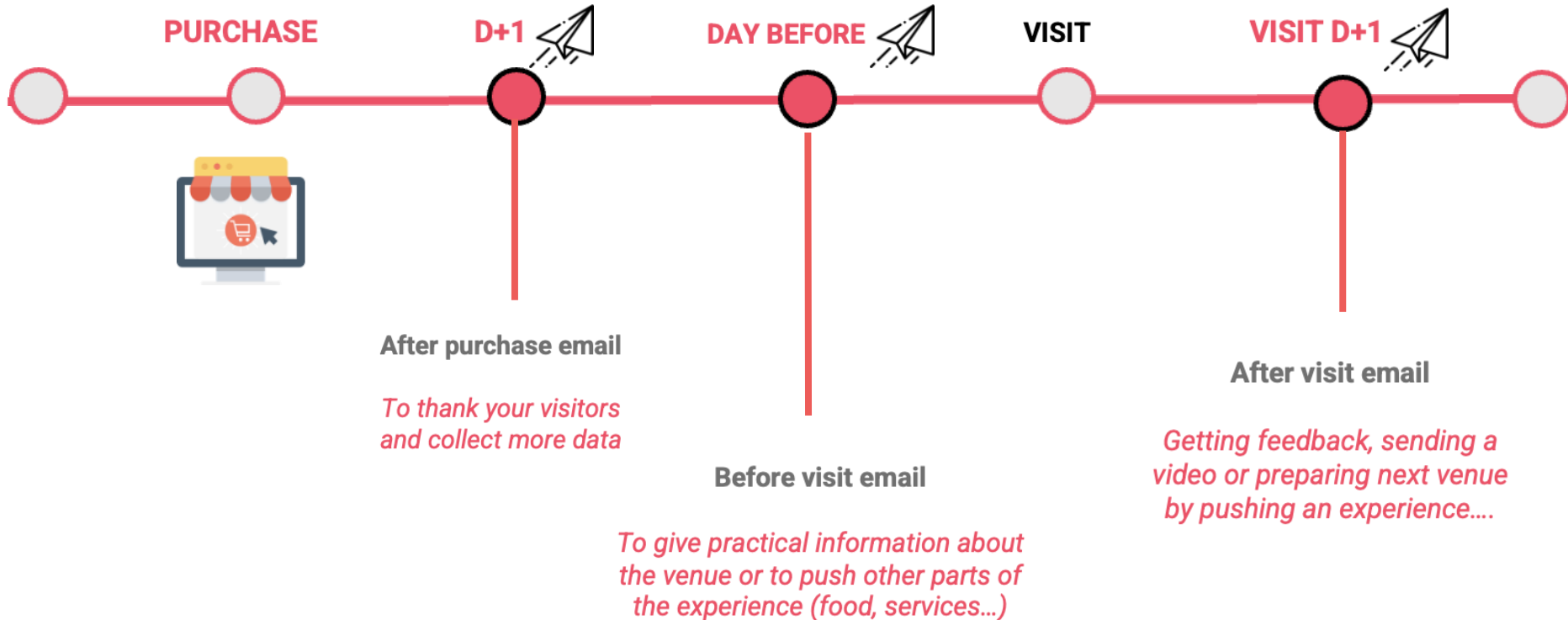
**CRAZY EXPERIENCE**  
Visite exclusive du cabaret & spectacle avec champagne

[FINALISER MA COMMANDE >](#)



## 2 Activate your data

Marketing automation: a powerful tool to improve marketing effectiveness



# 3 Enhance your pricing

## Analysis and dynamic pricing to maximize your revenues

- Our expertise to help you set a dynamic pricing strategy and **maximize your revenues.**
- **A dynamic pricing tool** to change your prices on the go directly from your CRM platform
- Some **in-depth analysis** of your sales history and related activities **to draw conclusions from your past actions.**

Freq historique (2017-18-19)				TOTAL	ACTIVITÉ COMMERCIALE	DATÉ	ASSOCIATION	ENTREPRISE ET ASSIMILÉS	SCOLAIRE ET CENTRE DE LOISIRS	TOURISME	PROFESSIONNELS DU TOURISME	REVENDEURS B2B	NON DATÉ	ASSOCIATION	
				TOTAL	659 230	214 830	81 791	10 201	6 549	11 067	1 639	49 060	3 275	133 039	134
				%freq											
10	vendredi 5 octobre 2018	vendredi 4 octobre 2019	vendredi 2 octobre 2020	SEMHV	725	236	90	11	7	12	2	54	4	146	0
10	samedi 6 octobre 2018	samedi 5 octobre 2019	samedi 3 octobre 2020	WEHV	3 095	1 010	384	48	31	52	8	231	15	625	1
10	dimanche 7 octobre 2018	dimanche 6 octobre 2019	dimanche 4 octobre 2020	WEHV	3 095	1 010	384	48	31	52	8	231	15	625	1
10	lundi 8 octobre 2018	lundi 7 octobre 2019	lundi 5 octobre 2020	SEMHV	593	193	74	9	6	10	1	44	3	120	0
10	mardi 9 octobre 2018	mardi 8 octobre 2019	mardi 6 octobre 2020	SEMHV	791	258	98	12	8	13	2	59	4	160	0
10	mercredi 10 octobre 2018	mercredi 9 octobre 2019	mercredi 7 octobre 2020	SEMHV	951	312	119	15	10	14	3	71	5	190	0
10	jeudi 11 octobre 2018	jeudi 10 octobre 2019	jeudi 8 octobre 2020	SEMHV	593	193	74	9	6	10	1	44	3	120	0
10	vendredi 12 octobre 2018	vendredi 11 octobre 2019	vendredi 9 octobre 2020	SEMHV	791	258	98	12	8	13	2	59	4	160	0
10	samedi 13 octobre 2018	samedi 12 octobre 2019	samedi 10 octobre 2020	WEHV	3 428	1 119	400	52	35	58	10	261	18	675	1
10	dimanche 14 octobre 2018	dimanche 13 octobre 2019	dimanche 11 octobre 2020	WEHV	3 428	1 119	400	52	35	58	10	261	18	675	1
10	lundi 15 octobre 2018	lundi 14 octobre 2019	lundi 12 oct												
10	mardi 16 octobre 2018	mardi 15 octobre 2019	mardi 13 oct												
10	mercredi 17 octobre 2018	mercredi 16 octobre 2019	mercredi 14 oct												
10	jeudi 18 octobre 2018	jeudi 17 octobre 2019	jeudi 15 oct												
10	vendredi 19 octobre 2018	vendredi 18 octobre 2019	vendredi 16 oct												
10	samedi 20 octobre 2018	samedi 19 octobre 2019	samedi 17 oct												

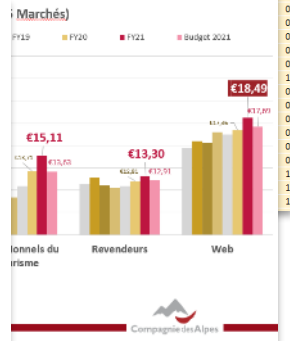
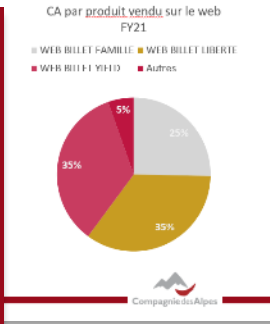
LA DPV WEB POURSUIT SON ASCENSION GRÂCE AU YIELD CALCULÉ SUR UNE FORTE FRÉQUENTATION PENDANT LES VACANCES SCOLAIRES (TARIF 4-5)

ON CONSTATE UNE AUGMENTATION DE LA PART DE BILLETS DATÉS YIELDÉS, CE QUI AUGMENTE LA DPV



**MUSÉE GRÉVIN**  
SUIVI DE LA PERFORMANCE

SAISON 2020  
ET SAISON 2021



Recommandations tarifaires

Sélection:  Recherche:

RECHERCHER

PARAMETRES

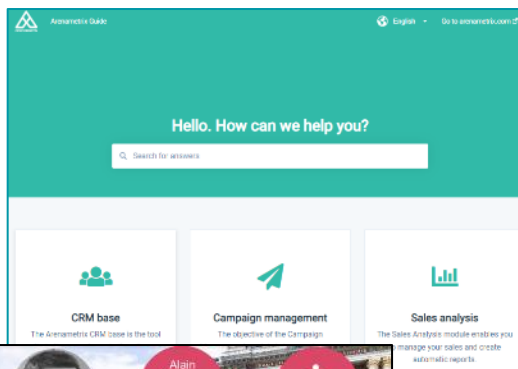
⚠️ Plus d'articles affilés, des recommandations à traverser plus différents des recommandés.

Lundi	Mardi	Mercredi	Jeudi	Vendredi	Samedi	Dimanche
18/11/2021	19/11/2021	20/11/2021	21/11/2021	22/11/2021	23/11/2021	24/11/2021
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0



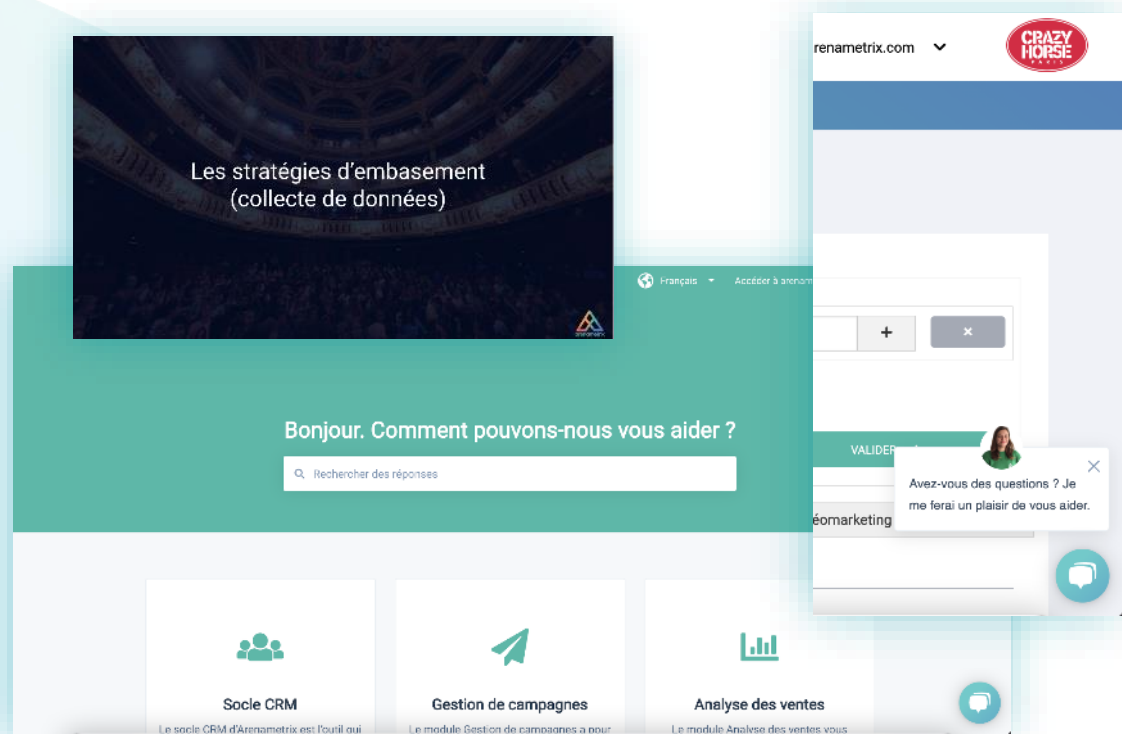
Next to the product, you also get great service!

- **Training** to know exactly how to use our platform according to your needs
- **Informative notes** and daily responsive chat support
- **Consulting** in the long run with **dedicated workshops**
- **Strong users community** & meeting opportunities



## A daily support

- **Training on the tool** at the beginning of the project
- **Informative memos** and responsive support on a daily basis
- Long-term marketing **support** through thematic workshops




A collaboration recommended by our clients! (in french)



## Château de Chantilly

recommande Arenamatrix

“ La mise en place d'un mapping nous permettant facilement de segmenter nos publics avec notre billetterie. La mise en place des multi-consentement. L'utilisation du marketing automation. Nous avons eu des retours positifs sur l'ouverture de nos e-mailings notamment sur les campagnes des Journées des Plantes ce qui nous a poussé à développer le multi-consentement qui est en cours de mise en place. Effectivement nous avons une offre très large pour nos clients et il est pour nous important de connaître notre public et de leur proposer un contenu en fonction de leurs centres d'intérêt. Les premiers tests vont pouvoir être fait au cours de l'été.

 **Elodie Espargelière**, Chargée de communication & marketing - le 17 décembre 2020


6 Qualités recommandées

- Accompagnement
- Réactivité
- Qualité d'écoute
- Connaissance marketing et compréhension client
- À l'écoute
- Expertise

## Culturespaces

recommande Arenamatrix


“ La mise en place du scénario de marketing automation est un véritable gain de temps

 **Julia Da Costa**, Chargée de la communication digitale et de la Fidélisation - le 17 décembre 2020

## Monnaie de Paris

recommande Arenamatrix

“ Arenamatrix est aussi un outil de pilotage stratégique : en un clic, on a accès aux prévisions de fréquentation en fonction du calendrier, des événements extérieurs, vacances...

 **Morgane Le Geldron**, Chargée de l'accueil des Publics et Billetterie - le 17 décembre 2020

[All our customers](#)  
[All our recommendations \(french\)](#)

## Contact us



Sophia Baladi  
Head of Visits and Leisures

[sophia.baladi@arenametrix.com](mailto:sophia.baladi@arenametrix.com)

+33 6 07 29 36 96

# Where to find us?



**The Cargo**  
157 boulevard Macdonald  
75019 Paris  
FRANCE



[www.arenametrix.com](http://www.arenametrix.com)