

CUSTOMER FREQUENCY: what it is and why it's important

The term CUSTOMER FREQUENCY describes the pattern of attendance across your database, or how often customers attend. This is usually expressed in terms of attendances per year. It's to your advantage to know how many times, on average, your customers have attended in the past.

Why?

Because the more someone has attended in the past, the more likely they are to attend in the future.

What does your customer database look like in terms of frequency of customer attendance? Here are some averages (your database might be slightly different):

Of all the people on the average database, 80% are likely to have attended only once.

Of these first timers, 13% are likely to go on to become second timers. 33% of second timers are likely to go on to become third timers, and 48% of third timers are likely to go on to become fourth timers. *

And apparently people who have attended four times or more, are more likely to become regular attenders.

These attendance figures mean that the more first timers you can encourage to become second timers, the more third and fourth timers, and regular attenders, you will have in the future.

Does your ticketing system have a report that identifies first timers for you?

If the answer is YES, you should use it to pull lists to contact those first timers and offer them an experience similar to their first one. If you have their email addresses, and their first names, this should be a cost effective email marketing campaign.

If the answer is NO, perhaps you should investigate ticketing systems that can provide first timer reports. Seat Advisor and ProVenue should be compatible with the Purple Seven reports, and others such as TicketServ may have inbuilt reports that allow you to analyse and identify first timers. If your ticketing system can't do it for you, and you have a fairly low volume of sales, you can manage it by de-duplicating excel spreadsheets of customer attendance against each other.

** Purple Seven supplied these figures during the ADVICE project*