

Case Study: The St. Louis Symphony Orchestra



Takeaway & Results

40% Year Over Year Sales Increase LAPH



HISTORY

Founded in 1880 by Joseph Otten as the St. Louis Choral Society, the St. Louis Symphony is the second-oldest professional symphony orchestra in the United States, preceded only by the [New York Philharmonic](#). The St. Louis Symphony Orchestra (SLSO) is a treasured institution in St. Louis and continues to have a massive impact in the region's arts community.

While the St. Louis Symphony Orchestra is an established and recognized institution in St. Louis, its leadership struggled to appeal to new demographics when expanding beyond classical enthusiasts. Reinventing their brand image and speaking to new audiences became a key initiative for their marketing department. To generate relevant insights and make data-driven decisions, SLSO hired PenPath.

“Our marketing team is accountable to drive new sales and being able to tell a holistic picture of how and why our marketing initiatives work is key to our consistent success. Combining our marketing, sales, and user data into one single automated dashboard designed by PenPath replaced hours of manual labor,” says Travis Estes, Director of Digital Strategy at the St. Louis Symphony Orchestra.

To begin, PenPath focused on answering three general questions: *Where are customers coming from? How are they behaving? Are they reaching key objectives?* Understanding trends associated with each of these questions began to uncover more lucrative insights and the ability to discover more opportunities.



FROM DATA TO RESULTS

Actionable Insights > Opportunity > Data-Driven Decisions > Results

Below are three actionable insights and the holistic stories that unfolded with the help of PenPath. Uncovering profitable insights takes a little digging, but PenPath makes this process instant.

These resulting data-driven decisions made with these insights are examples of how PenPath’s clients can start minimizing wasteful spending and maximizing return on investment from day-one.



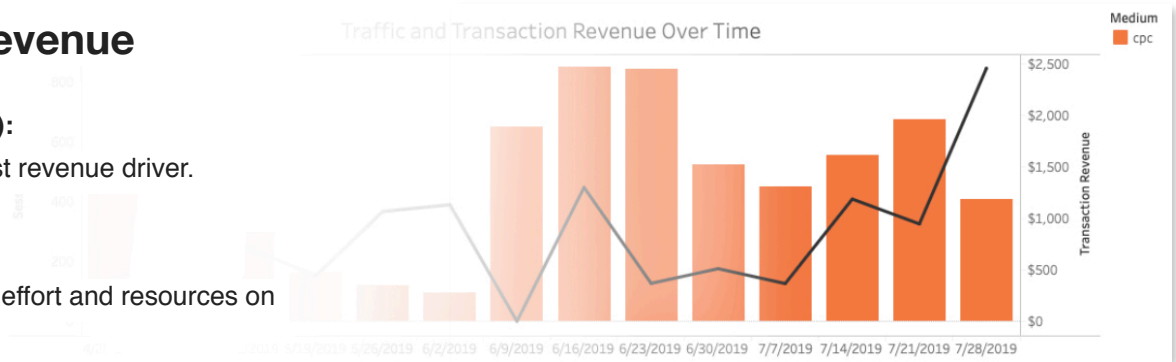
Increasing Revenue

Actionable Insight (1):

Bing is the third biggest revenue driver.

Opportunity:

We are spending zero effort and resources on this marketing source.



Actionable Insight (2):

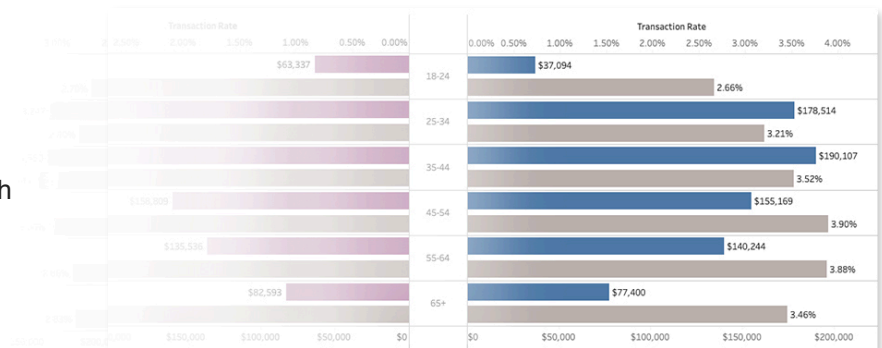
Older demographics (45-65+) are using Bing Search on Microsoft desktop computers.

Opportunity:

Microsoft computers come with Bing as the default search engine and older folks are ok with using Bing instead of Google Search.

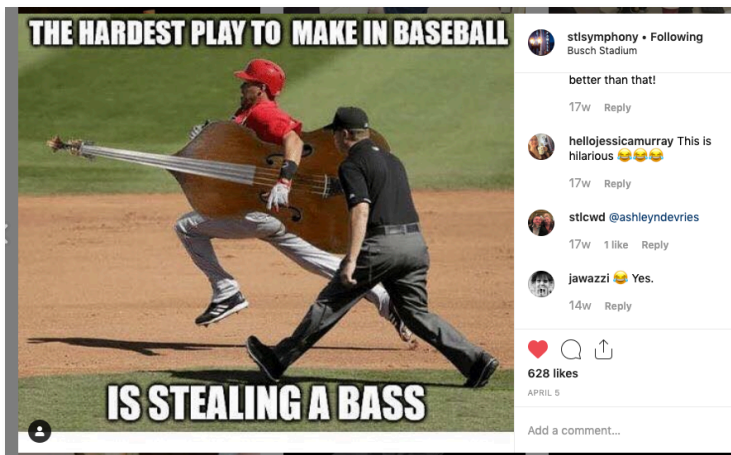
Data-Driven Decision:

Allocate 15% of our marketing budget towards Bing to maximize revenue for this demographic in this marketing source.



Result:

30% increased online LAPH sales.



Increasing Engagement

Actionable Insight (1):

Local sports related content had twice the engagement as concert content across all social channels.

Opportunity:

Fun collaborations with local organizations seem to spur engagement in our community. This is a great way to reach new audiences. I.e., sports fans who may not have considered attending an SLSO show.

Data-Driven Decision:

Increase social collaborations with other local organizations by 40% by the end of Q3.

Result:

50% increased engagement

Increasing Conversions

Actionable Insight (1):

Women ages 25-35 outspent men in the same age range by 21%.

Opportunity:

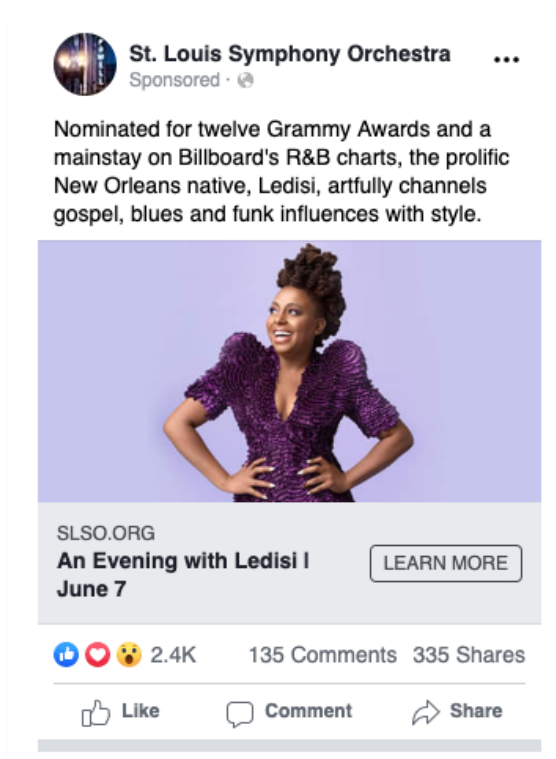
While women outspent men, there were no ads or initiatives that spoke directly to women.

Data-Driven Decision:

New creative initiative to create campaigns that speak to women.

Result:

13% MoM sales growth for women.



Measurable Results

Having a single dashboard that outlined all of St. Louis Symphony Orchestra actionable insights with real-time updates was a game changer inside the marketing department. It allowed their team to have one single source of truth that both told a holistic story while allowing them to deep dive to discover more important insights. With the help of PenPath, the SLSO was able to increase Live at Powell Hall ticket sales by 40%. This has started a shift in how business is done inside the organization. The foundation is limitless as there is no restriction to what data sources can be added and insights discovered.

