

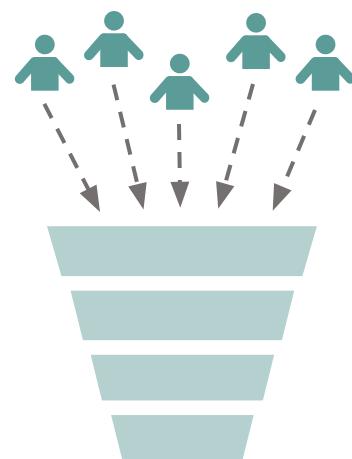
new-to-file

DASHBOARD

MogoARTS' New-To-File Dashboard allows organizations to measure new-to-file patrons in Tessitura, generated from your online advertising.

Driving new-to-file patrons as part of a full-funnel marketing strategy is the lifeblood of any arts organization. Additionally, online advertising can be the most effective way to connect, engage, and activate new audiences. MogoARTS is excited to announce that we have cracked the code on new-to-file measurement from online advertising for Tessitura Users.

With MogoARTS' premium level New-To-File Dashboard you can better understand how your online advertising is driving new-to-file patrons, as well as providing advanced reports and analytics about the value of your patron segments at each stage of their lifecycle.



Make Smarter Marketing Decisions

MogoARTS' New-To-File Dashboards can show which audiences are responsible for driving revenue, help you develop a smarter digital marketing strategy, and grow your most opportune audience segments.

Measure the effectiveness of marketing strategies like:

- Acquiring new patrons
- Growing emerging audiences
- Strengthening patron loyalty
- Increasing average order value & lifetime value

Plug and Play Integration with Tessitura

Partnering with Tessitura Network, we've created a seamless process to pass data directly from Tessitura to your MogoARTS dashboard. We handle the entire setup with Tessitura.

Track digital campaigns on these channels:

- Display
- Search
- YouTube & in-stream video
- Direct buys
- Internet radio (Spotify and Pandora)

Elevate your Digital Strategy to a More Advanced Level

- Bring new insights to your campaigns by understanding what type of audiences they attract.
- Develop a patron-level marketing strategy that focuses on growing the revenue potential and loyalty of your new and existing audiences.
- Couple the New-To-File Dashboard with the MogoARTS' Dynamic Product Dashboard to advance your digital marketing to a more sophisticated level.

Ready to get started? Contact your MogoARTS Team for a demo today.
Visit mogoartsmarketing.com/contact