**Optimizing Ticket Packages**

**Recommended Study Name:** Optimizing **[INSERT TICKET PACKAGE NAME]**

**Objectives:** Identify optimal ticket packages to drive revenue and attract new ticket holders.

Email Invite

**Subject**: New Ticket Offer Idea

Hi **[%Name%]**,

We’d like your thoughts on an idea we had for a ticket offer. It doesn’t matter if you have seen it or not, we’d still like your opinion on it.

**Click here** to get started. Or, copy and paste this link into your browser: **[LINK]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy

**[COMMUNITY NAME]**

Questionnaire

**[Q1] Attendance – Past Season / Year**

**Question Type:** Single Choice

Who sees this question? All members

How many **[games / performances]** did you attend last **[season / year]**?

**[INSERT A RANGE THAT MAKES SENSE FOR YOUR ORGANIZATION]**

I haven’t attended any **[games / performances]** this past **[season / year]**

One or two

Three to five

Six to nine

Ten or more

**[Q2] No Attendance - Reasons**

**Question Type:** Long Answer

Who sees this question? All members that didn’t attend in Q1

Any particular reason why you didn’t attend any **[games / performances]** this past **[season / year]**?

**[Q3] Promo - Introduction**

**Question Type:** Text & Image

Who sees this question? All members

Take a look at the promotion below and let us know what you think.

**[INSERT PICTURE OF TICKET PROMOTION OR OFFERING]**

**[Q4] Likelihood to Purchase**

**Question Type:** Single Choice

Who sees this question? All members

How likely would you be to take advantage of this offer?

Definitely would buy it

Probably would buy it

Probably would not buy it

Definitely would not buy it

**[SHOW Q5 TO THOSE THAT WOULDN’T BUY THE PROMOTION]**

**[Q5] Likely to Purchase**

**Question Type:** Long Answer

**Who sees this question?** Members that probably / definitely would buy it in Q4

What about this offer makes it attractive to you?

**[SHOW Q6 TO THOSE THAT WOULDN’T BUY THE PROMOTION]**

**[Q6] Unlikely to Purchase**

**Question Type:** Long Answer

Who sees this question? Members that probably / definitely would not buy it in Q4

What would make this offer more attractive to you?

**[Q7] Promotion Satisfaction**

**Question Type:** Single Choice Grid

Who sees this question? All members

How much do you agree with the following statements about this ticket offer?

**[COLUMNS]**

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

**[ROWS][RANDOMIZE]**

This offer is relevant to me

This offer is a good deal

This offer is a good fit with the **[ORGANIZATION]**

This offer improves my perception of the **[ORGANIZATION]**

**PRO-TIP: Use the response from the offer being a good fit for the organization as a possible shareback to the community.**

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Your feedback is going to be vital as we roll out this promotion. You just might see it available shortly!

We really appreciate the feedback and look forward to hearing from you again.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**