

Know-Center
Know-Center GmbH – Research
Center for Data-Driven Business
& Big Data Analytics

Program: COMET – Competence
Centers for Excellent Technologies

Funding: COMET-Zentrum K1

Projekttyp: P2-SC-I1, Laufzeit:
04/2019 – 12/2019, single-firm

THEATER { } HOLDING

KNOW
Center



NOT ONLY FOR CULTURAL EVENT ORGANIZERS: THROUGH AI, WE KNOW BETTER WHAT THE CUSTOMERS WANT

THE 'GRAZER THEATERHOLDING' HAS DEVELOPED A COMPREHENSIVE DATA-DRIVEN MARKETING STRATEGY TOGETHER WITH KNOW-CENTER. THE USE OF ARTIFICIAL INTELLIGENCE (AI) ALLOWS A DEEP INSIGHT INTO CUSTOMER NEEDS AND ENABLES PERSONAL RECOMMENDATIONS OR TAILOR-MADE OFFERS FOR EACH INDIVIDUAL CULTURE LOVER.

A central question for companies and cultural organizers alike is: What do my customers really want and how can I best reach them? Artificial intelligence (AI) today offers completely new possibilities to analyze customer behavior and to align campaigns precisely based on user behavior. It is also an important goal for Graz Theatreholding with its 6 different venues to create individual offers for its approximately 500,000 customers annually. In close cooperation with Know-Center a comprehensive data-driven marketing strategy was developed to accompany the customers on the customer journey. Now, for the first time, an intelligent tool is available for the analysis of customer behavior and for perfectly personalized recommendations.

Generate hidden insights about customers
Based on the analysis of previous purchasing behavior, deep and sometimes surprising insights into customer behavior were gained. From the hitherto untapped treasure trove of existing data, descriptive analyses of existing customers and their purchasing behavior were created. The basis for this was the concrete consumer behavior on the sales platform during event browsing and online ticket purchases, as well as the reactions to newsletters and mailings to well-known customers. Based on this data, one or more clustering algorithms were applied. This revealed the underlying and often hidden structures of the data.

SUCCESS STORY

Effects and Impacts:

On the basis of this data-driven clustering of customers - i.e. based on real purchasing behavior and interests extending beyond it - customer groups can now be defined much better with the help of Artificial Intelligence and addressed according to individual interests. For example, as addressees of newsletters about a very specific offer and very special products (i.e. productions) of the Theaterholding venues. Furthermore, the target group of a new offer can be defined very precisely on the basis of similar or already completed productions

and the customer groups that actually took advantage of them.

In addition, a technological roadmap for a comprehensive data-driven marketing strategy was developed for implementation over the next two to three years. The structured roadmap draws a clear picture of the possibilities of Customer Data Analytics & Personalized Recommendations for personalized marketing in the cultural sector. Culture connoisseurs can look forward to receiving future offers tailored to their individual interests.

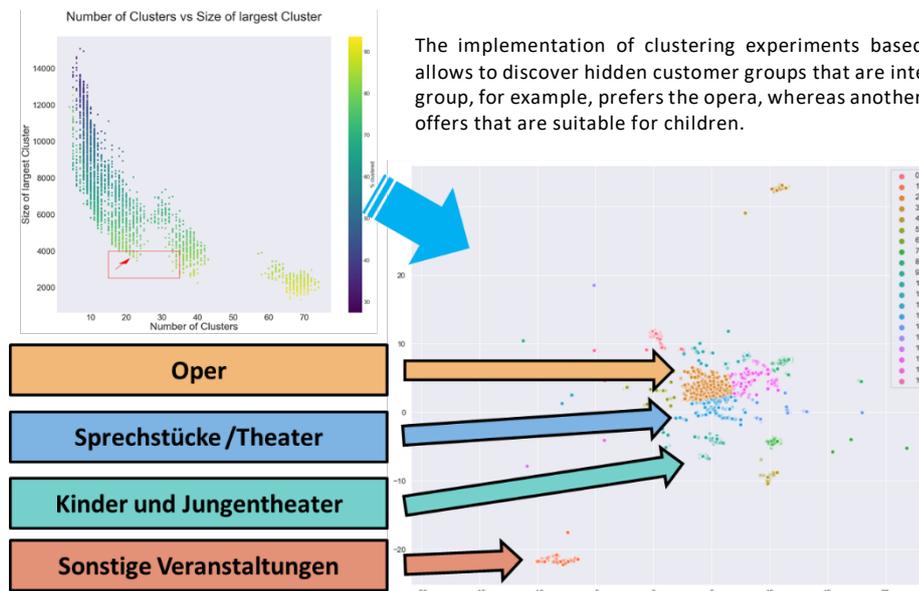


Figure 1: Clustering of customers based on real purchase behavior
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This success story has been released by the Centre's management and the project partners mentioned above for publication on the FFG website. The COMET Centre Know-Center is funded by the Austrian Federal Ministry of Economic Affairs and Labour (BMK), the Federal Ministry of Economics and Technology (BMDW), and the co-financing state of Styria and country Vienna within the framework of COMET - Competence Centres for Excellent Technologies. The COMET programme is managed by FFG. Further information about COMET: www.ffg.at/comet