Canopy Labs | arts scottsdale

How Scottsdale Arts Used Behavioral Data to Target Offers

Scottsdale Arts was established in 1987 as a private, nonprofit management company and vested with the responsibility to manage Scottsdale's premier arts and cultural facility, then known as the Scottsdale Center for the Arts. Since then, Scottsdale Arts has evolved into its present structure as a unique umbrella organization with four dynamic operating branches – each with a distinct focus and mission – that span the visual and performing arts. Through its four branches, Scottsdale Arts offers diverse, high-quality arts experiences to hundreds of thousands of Scottsdale residents and visitors annually in addition to fostering the active engagement of government, business, education and the private sector in the arts.

> "Using Canopy Labs has enabled us to automate segmentation and serve our patrons the content they will find the most engaging."
>
> - Zacory Boatright

Challenge: Segmenting Patrons according to their interests

Scottsdale Arts runs three different arts centers, the Scottsdale Center for the Performing Arts, the Scottsdale Museum of Contemporary Art, and Scottsdale Public Art. The various divisions offer very different content and experiences to patrons, which helps the organization attract people with a wide variety of interests and preferences. However, the sheer variety of experiences presented a challenge to the team because they needed to ensure that they were communicating offers that appealed to each patron's specific interests.

Scottsdale Arts needed a technology solution that would enable the team to track customer behavior, consolidate customer behavioral data, and segment based on different activities and behaviors.

"Our patrons have wildly different interest profiles depending on which of our branches they encounter first. We needed to be clued in to how we could enhance their engagement with the organization by exposing them to other types of art or experiences that match their unspoken interests. That is only possible with online behavioral tracking data" said Zacory Boatright, Digital Marketing Manager, Scottsdale Arts.

Because the team at Scottsdale Arts had limited resources, the team also needed a solution that provided support on how to use and scale the software.

Solution: Create segments with Canopy Labs

The team at Scottsdale Arts selected Canopy Labs because it enabled them to understand patron behavior, create profiles based on patrons' interests, and automate tailored communications to each segment. It also integrated with Tessitura and Wordfly, which enabled the team to use data from all touchpoints in the customer journey.

"Canopy Labs has enabled us to create a funnel for our digital and offline touchpoints, and as data points come into this funnel, they are synthesized down to a profile for each patron so that we know what we should be serving them and what segment they should be in." - Zacory Boatright
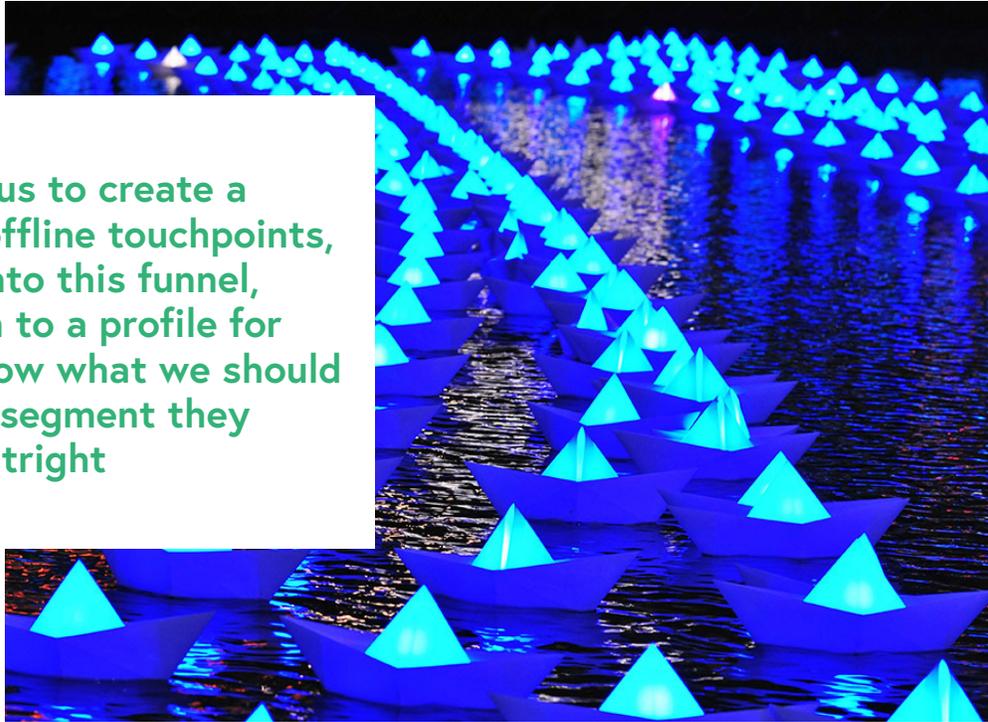
Method: Create profiles and segments based on behavioural activity

Scottsdale Arts used the Canopy Labs platform to track patrons' behavior at every touchpoint. They added scripts to emails and websites, which fed patron data back to the platform and added new lightboxes and calls to action to deanonymize patrons, enabling the team to gather more email addresses and build the database of known patrons. The team used the data from these interactions to make comprehensive behavioral segments.

As part of the integration, Scottsdale Arts worked with Canopy Labs' Customer Success team to map their entire customer journey, enabling them to understand how they are currently interacting with patrons, and where they could use Canopy Labs to optimize the journey. The customer journey map enabled Scottsdale Arts' team to understand when and how to launch new activities and scale the platform without putting additional strain on their resources.

Results: Targeted messaging based on patrons' interests

Scottsdale Arts used the profiles of patrons to create behavioral segments that reflected people's interests. They had much richer data to understand and predict what each segment wanted, and the team can communicate the right offers and messages to every patron throughout every touchpoint in the customer journey.

"The patrons who come to the Scottsdale Museum of Contemporary Art are served ads and emails specifically geared toward their interest in contemporary art and our current exhibitions, the same is true for patrons of our performing arts center, and the same is true for members who attend our Scottsdale art public exhibitions" said Zacory Boatright, Digital Marketing Manager, Scottsdale Arts.

"The more you serve the interests of your patrons, the better they will respond to the content that you serve them." - Zacory Boatright