

# Why Multi-Channel Campaigns Win Every Time



## Why Multi-Channel Membership Campaigns?

- We live in a more connected world
- Interact with your audience where they are most comfortable
- Make it easy to reply (multiple channels)
- Reinforce membership message/increase visibility
- **They inspire the most responses**

# Proving the Worth of the Multi-Channel Strategy

## Case Study – SFMOMA Multi-Channel Strategy Test

### Why conduct this test?

- Constantly innovate and optimize SFMOMA's membership acquisition strategy
- Direct Mail (DM) is a more expensive channel and SFMOMA sees lots of online activity
- Worry about traditional DM package fatigue
- Board inquired about online-only campaigns and impact on returns

## Case Study – SFMOMA Multi-Channel Strategy Test

### Challenges

- Tests are a risk – increased costs to split data, unsure of how they will perform
- External audiences are directly contacted only via DM rentals/exchanges; email rental is less cost-effective/available, and digital advertising is less controlled

### Opportunities

- The risk could pay off – revised strategy could lead to higher ROI and cost savings
- Online campaigns can be more reactive and flexible with shorter lead times

## Case Study – SFMOMA Multi-Channel Strategy Test

### Strategy

- Test on best prospects who have both DM and EM addresses on file:
  - Lapsed 2010–2017
  - Multi-exhibition ticket buyers (2+ visits to special exhibitions)
- Conduct test in both Fall 2017 and Spring 2018 Acquisition/Reactivation campaigns
  - SAME test audience to measure impact over time

## Case Study – SFMOMA Multi-Channel Strategy Test

### Strategy (cont.)

- Control group received:
  - Mail piece (2 mail pieces for lapsed)
  - 5 emails in fall; 6 emails in spring
  - Facebook/Instagram digital advertising (fall only)
- Test group received:
  - 8 emails in fall; 11 emails in spring
  - Facebook/Instagram digital advertising (fall only)
- No monetary incentive offer to either group

# SFMOMA DM Package Creative—Fall 2017

There is so much to see and do when you bring your SFMOMA community. The past year, members enjoy the Museum's art and education, and access to member galleries and parties—plus additional perks, including:

- Access to exclusive programs
- 50% off at the Museum Store (20% off during Members-Only sales)
- Discounts at Café & Singspace Coffee Bar

**For supporter members and above:**

- We cannot wait for our next exciting opening exhibition and events, and hope that you will join us on this journey as a member.

**Join SFMOMA today!**

For more information, visit [www.sfmoma.org](http://www.sfmoma.org) or contact our Member Services team at 415.837.4138 or [membership@sfmoma.org](mailto:membership@sfmoma.org)

**SFMOMA** San Francisco Museum of Modern Art

Experience the year ahead in the best way possible—as a member.

**Your year of SFMOMA begins now.**

**Walker Evans**  
Oct. 16 - Nov. 12, 2017

Impressionism in style and in color, this major retrospective of seminal photography master Walker Evans features through the lens of his iconic work, the visual language of everyday American life.

**Open about 40 Members Open SFMOMA 35% discount** Member Preview Days on Nov. 14-17 and Member Party on Nov. 17

**Robert Rauschenberg: Erasing the Rules**  
Oct. 16 - Nov. 12, 2017

This retrospective of more than 200 artworks celebrates Rauschenberg's collaborative working practices and experimentalism in music, from photography and film to his most recent work.

**Members save 40% off** for an invitation to the Member Preview Days on Nov. 14-17 and Member Party on Nov. 17

**Read Magritte: The Fifth Season**  
Oct. 16 - Nov. 12, 2017

Magritte sought to inspire a heightened awareness of reality through his distinctive paintings. His work shows us out of our daily routine and into the surreal as color, magic, and meaning are created.

**Start your calendar for Member Preview Days on May 13-18 including Member Lounge on May 17, and the Member Party on May 18!**

**The Fisher Collection of SFMOMA**  
Origami

The Dan and Susann Fisher Collection is among the world's greatest private collections of contemporary art, distinguished by significant concentrations of works by American artist Robert Rauschenberg and other leading artists. This collection is the collection which has been a source of inspiration for our visitors.

**Choose the membership level that is right for you.**

**All members receive:**

- Free museum admission, including tickets to special exhibitions (20% off at the Museum Store on Member Only Sale Days always free)
- Priority seating for special exhibitions and select programs
- Discounts on admission to lectures, education programs, and films

**Members only preview days and parties:**

- 20% off at the Museum Store (20% off at the Museum Store on Member Only Sale Days)
- 50% off on gift memberships
- Free subscription to our member e-newsletter

**\$100 Individual** (Fully tax deductible)  
Includes one personalized membership card, plus a full year (12 months) of all the membership benefits above for you and a guest. **Senior discount rate is \$80 for those 65 and older.**

**\$150 Dual** (Fully tax deductible)  
Includes two personalized membership cards, plus all the membership benefits above for an additional member and guest. **Senior discount rate is \$130 for those 65 and older.**

**\$300 Supporter** (Fully tax deductible)  
Includes all Dual benefits, plus a personal admission to select museums throughout North America (including the Whitney, the Guggenheim, and MOCA Los Angeles), access to membership on our UCLA art network group, 20% off at SFMOMA's Café & Singspace Coffee Bar, and four passes for educational guests.

**Dear Collaborator,**

It has been over a year since the new San Francisco Museum of Modern Art opened and we've been hard at work making the art for our time what and meaningful part of public life. And we're only just getting started and you've already been a part of our story.

From the iconic photography of Walker Evans, to the staggering scope of Robert Rauschenberg's work, there is so much to look forward to that you will be allowing your next visit before you finish up your first. **That is why we invite you to experience all that SFMOMA has to offer this year in the best possible way—as a member.**

Join SFMOMA today and receive museum admission benefits for the next 12 months that will deepen your connection with the museum and our community. Your year of SFMOMA includes:

- Free general admission for you and a guest to the museum
- **Members save 40% off** for major shows, like the first to see **Read Magritte: The Fifth Season** and more
- **Priority access on five dates** to special exhibitions
- **50% off** at the Museum Store
- **50% off** on gift memberships
- **Discounts on admission** to lectures, films, and education programs, including exclusive SFMOMA 35% discount and our renowned Modern Course series
- **50% discount in the Museum Store** (20% off at Member Only Sale Day)
- **And much more**, depending on your level of membership.

Discover which membership level is right for you on the reverse of this letter. Do you travel often? Consider our **Supporter level**—a full year's value, with **20% off** at MOCA Los Angeles, MOCA San Diego, and other museums including the Whitney, the Guggenheim, and MOCA Los Angeles.

Members are always among the first to hear about and have access to our special exhibitions and programs. **Join by October 12 and you will be invited to Member Preview Days on Nov. 14 and 17 and the Member Party on Nov. 17 for Robert Rauschenberg: Erasing the Rules** in person, plus an exclusive, secondary opening event. These exhibitions are an exciting way to get closer to art in an intimate setting when spending time with friends and fellow SFMOMA members!

Of course, there are just the first of many reasons to join SFMOMA. We're an unparalleled network of education, inspiring public programs, and museum tours and art lectures—there's something here to experience every time you walk through our doors.

So why wait? Start your year of SFMOMA today by returning the form below with your contribution, joining online, or calling our Member Services team.

Thank you. We look forward to welcoming you into our vibrant community soon!

With my warmest regards,  
  
 Neil Barsky  
 Helen and Charles Schwab Director

P.S. **Join us by October 12** for invitations to the **Robert Rauschenberg Member Preview Days and Member Party** (November 14-17).

**SFMOMA** San Francisco Museum of Modern Art  
 151 New Embarcadero, CA 94111  
 415.837.4138 | [www.sfmoma.org](http://www.sfmoma.org)

**I want to be a part of the SFMOMA community!**

Sign me up at the following membership level:

\$100 Individual (Senior discount)     \$150 Dual (Senior discount)

\$300 Supporter "BEST VALUE!"     \$1000 Core Builder

Other \$\_\_\_\_\_

How to make an additional donation: \$\_\_\_\_\_

New Address Enclosed: \_\_\_\_\_

Please bring me up to date on SFMOMA member only news and events.

Here's my contact information:

Name: \_\_\_\_\_  
 Address Line 1: \_\_\_\_\_  
 Address Line 2: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

For more information, visit [www.sfmoma.org](http://www.sfmoma.org) or call 415.837.4138. \*Senior discount applies to Individual and Dual membership levels only. \*\*Senior discount rate is \$80 for those 65 and older. \*\*\*Senior discount rate is \$130 for those 65 and older. \*\*\*\*Senior discount rate is \$130 for those 65 and older. \*\*\*\*\*Senior discount rate is \$130 for those 65 and older.

Mail Package  
(Control  
Audiences only)

**SFMOMA** San Francisco Museum of Modern Art

Your year of SFMOMA begins now!

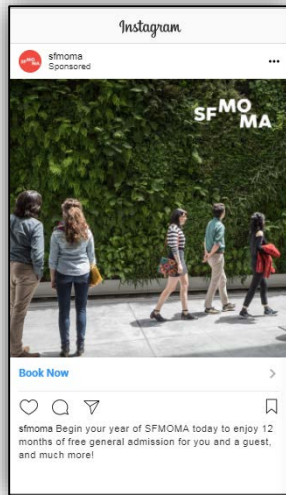
John Smith  
 1235 Filmore Street  
 San Francisco, CA 94117  
 www.sfmoma.org

**SFMOMA** San Francisco Museum of Modern Art  
 151 New Embarcadero  
 San Francisco, CA 94111

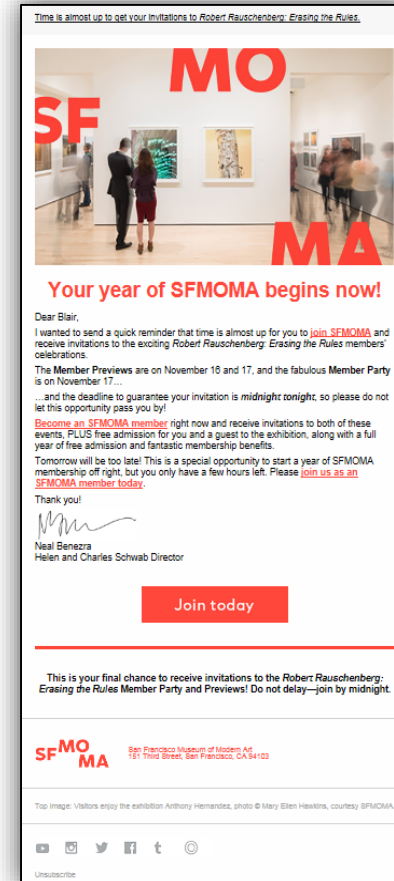
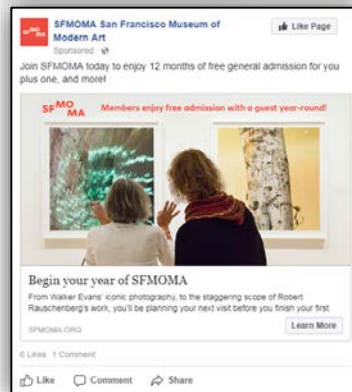
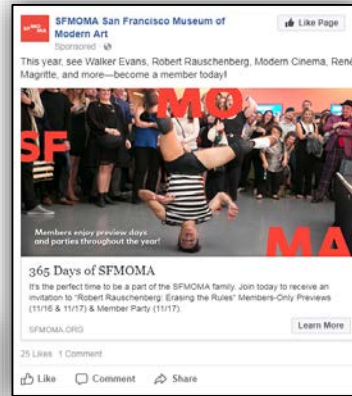
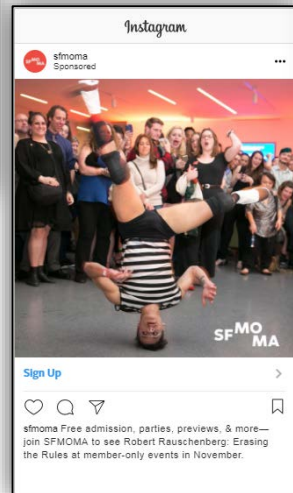


# SFMOMA Online Creative—Fall 2017

## Email Series Template (Control & Test Audiences)



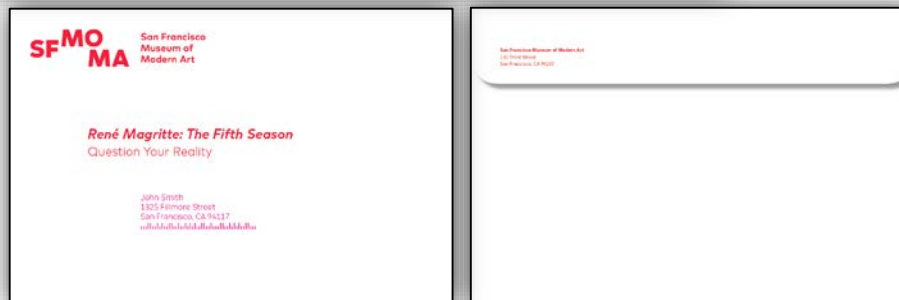
Instagram & Facebook Ads  
(Control & Test Audiences)



# SFMOMA DM Package Creative—Spring 2018

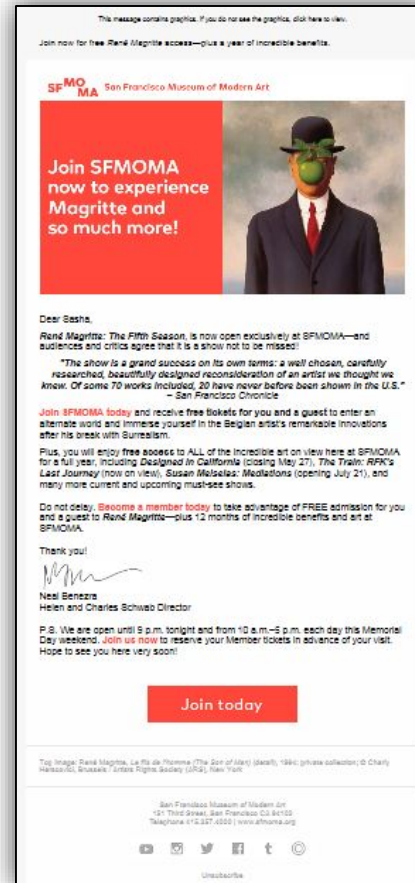


Mail Package  
(Control  
Audiences only)



# SFMOMA Online Creative—Spring 2018

Email Series Template  
(Control & Test Audiences)



## Case Study – SFMOMA Multi-Channel Strategy Test Results

Campaign	Strategy	Response Rate	Average Gift	ROI
Fall 2017: Institutional	Control: 3 Channels (DM, EM, Social)	1.58%	\$119.68	\$3.11
	Test: 2 Channels (EM, Social)	1.06%	\$109.72	\$8.92
Spring 2018: Exhibition-focused	Control: 2 Channels (DM, EM)	1.35%	\$135.25	\$2.36
	Test: 1 Channel (EM)	0.23%	\$102.86	\$1.75
Combined Totals	Control: DM & Online	1.47%	\$126.56	\$2.71
	Test: Online only	0.67%	\$108.58	\$5.43

- Control audiences responded at significantly higher rates
- Control average gifts were 16% larger than Test average gifts overall
- All Test audience metrics decreased from fall to spring
- Without mail production costs, Test ROI can be higher (but was not for the Spring campaign)
- **It is clear that a multi-channel strategy including direct mail has a significant positive impact on membership efforts**

# Building and Getting Buy-In on the Multi-Channel Strategy

## Building and Getting Buy-In on the Multi-Channel Strategy

- Consider the institution's topline goals: memberships vs. ticket sales?
- Is your membership offer time-specific (Member Preview or Party?)
- Institution-wide calendar – schedule touchpoints
- Make sure departments are aware of the campaign and able to support when needed
- Remember: all departments are working toward the same goal of supporting your institution!
  - Advocate for prioritizing the membership message

## SAM: *Intimate Impressionism* Matrix

Department	Month	August					September					October				November				December			Jan.	
	Week of:	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	12/28	1/4
Membership	Direct Mail																							
	Internal eNewsletter																							
	Email																							
	Paid Advertising																							
Marketing	Direct Mail																							
	Internal eNewsletter																							
	Email																							
	Paid Advertising																							

- Key Dates:
  - Exhibition Opening: October 1
  - Member Preview: September 30
  - Member Mondays: November 16 and December 14
- Membership Efforts: full DM package, 3-part email series, digital advertising (search, social, display)
  - Membership Offer: 10% off membership (redeemable via promo code)
  - Conducted a drop test in DM and EM (pre and post exhibition opening)
- Marketing Efforts: DM postcard, 2-part email series, digital advertising (search, social, display, video)
  - Marketing Offer: Save up to \$5 off tickets

## SAM: *Intimate Impressionism* List Segmentation for DM/EM

### Membership

- Older single ticket buyers, 50/50 split between Membership and Marketing
- Rental/Exchange/Community Database lists
  - Priority given to membership efforts
- Special Events and Offers List, 50/50 split between Membership and Marketing\*
- Lapsed Members (2008 – 2015)
- SAM's multi-ticket buyers
- Single ticket buyers from most recent year's exhibitions

### Marketing

- Older single ticket buyers, 50/50 split between Membership and Marketing
- Four Community Database lists
  - Priority given to membership efforts
- Special Events and Offers List, 50/50 split between Membership and Marketing\*

*\*Applicable to emails only*



# SAM Intimate Impressionism Direct Mail Creative

**EVERYDAY MOMENTS, LASTING BEAUTY**

The Seattle Art Museum is proud to present *Intimate Impressionism* from the Hudson Gallery of Art, coming to SAM October 1, 2015.

The exhibition is selected from one of the finest collections in the world and includes the featured works by the International Impressionist masters including Édouard Manet, Auguste Renoir, Claude Monet, Paul Cézanne, Edgar Degas, Camille Pissarro, Vincent van Gogh, and others.

**BOOK NOW AND SAVE**

This exhibition will be popular, so plan ahead to select preferred days and times to visit. Day prices in advance to save up to \$5 per ticket.

ADULT PRICE	YOUTH (AGES 13-17)	SENIOR (AGES 65+)	CHILDREN (AGES 3-12)
Adult: \$24.95	Youth: \$14.95	Senior: \$19.95	Children: \$9.95

Go to [www.sam.org/tickets](http://www.sam.org/tickets)

Marketing Postcard

GET TICKETS ONLINE AND SAVE UP TO \$5 PER TICKET

*intimate impressionism*

FROM THE NATIONAL GALLERY OF ART

OCTOBER 1, 2015 - JANUARY 10, 2016

Dear Mr. Donovan,

The Seattle Art Museum (SAM) is pleased to present *Intimate Impressionism* from the Hudson Gallery of Art, Washington DC.

It is a pleasure to be the means by which the finest collection of Impressionism in the world is shared with you. We are pleased to have you as a member of SAM and to have you as a member of the National Gallery of Art.

And when you join SAM by October 1 you will **SAVE \$25** on your annual membership!

Special Intimate Impressionism at our member-only preview is only an incredible opportunity to see the works of these International Impressionist masters in person. It is a rare chance to see the works of these masters in person. It is a rare chance to see the works of these masters in person.

**MEMBERSHIP ACCEPTANCE**

YES I am interested in becoming a member of SAM and would like to receive more information.

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DATE OF BIRTH: \_\_\_\_\_

Thank you for your interest in becoming a member of SAM and for your interest in becoming a member of the National Gallery of Art.

These are a number of membership levels from which to choose and the enclosed brochure has a complete listing of the membership levels which you select. There is no question about it. **SAVE \$25 OFF YOUR ANNUAL MEMBERSHIP FEE!**

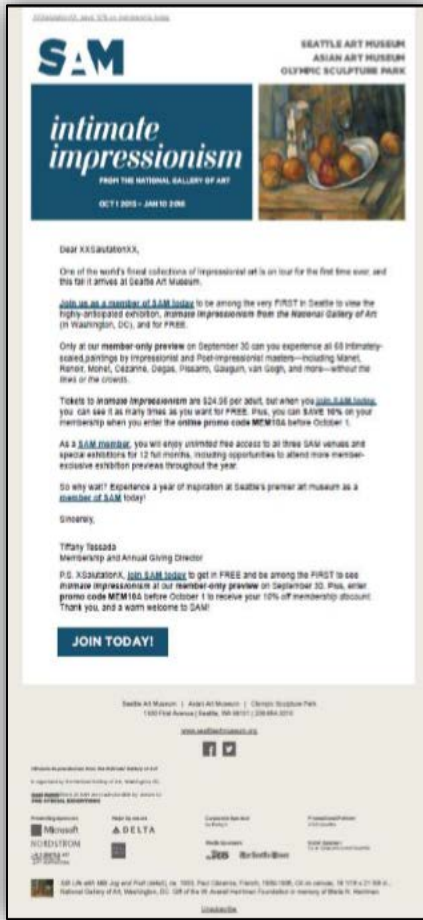
Thank you for your interest in becoming a member of SAM and for your interest in becoming a member of the National Gallery of Art.

Yours sincerely,  
 Tracy B. Anderson, Director and CEO

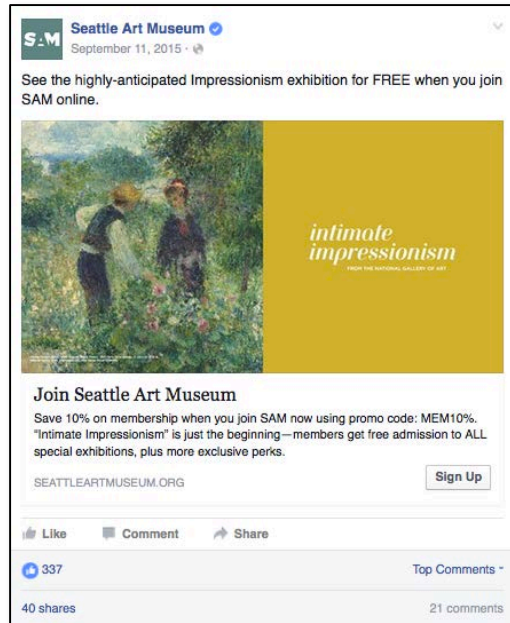
Membership Brochure Cover, Letter, and Carrier

CÉZANNE RENIOR MONET SEURAT BOUDIN DEGAS GAUGUIN  
 PISSARRO VAN GOGH BONNARD VUILLARD CÉZANNE MANET  
 BOUDIN SEURAT DEGAS CÉZANNE GAUGUIN MONET RENIOR  
 VAN MON VUIL SEUR RRO VAN GOGH BONNARD  
 ZANNE RENIOR GAUGUIN  
 JOGH PISSARRO VUILLARD  
 RENIOR CÉZANNE DEGAS GAUGUIN SEURAT MONET BOUDIN  
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# SAM Intimate Impressionism Membership Creative



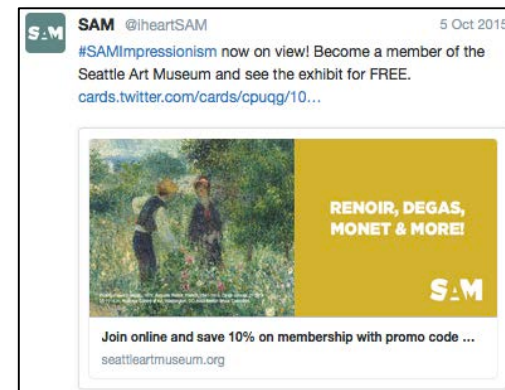
Email Template



Facebook Link Ad

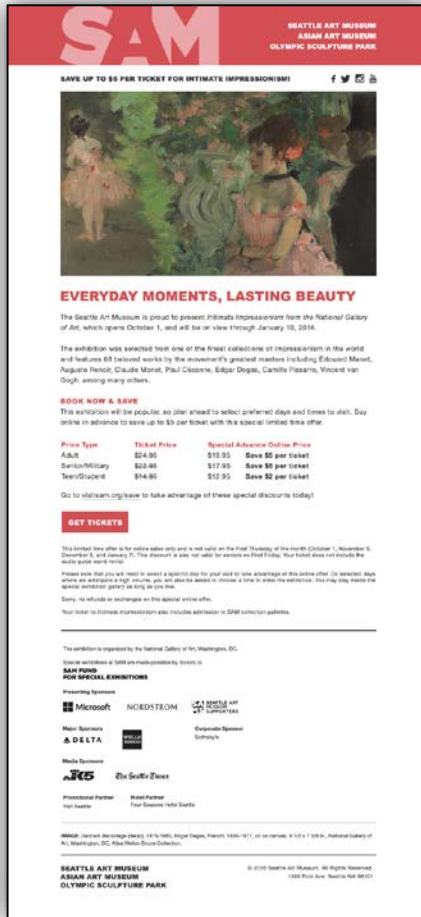


728 x 90 Display Ad



Twitter Link Ad

## SAM Intimate Impressionism Marketing Creative



**SAM** SEATTLE ART MUSEUM  
ASIAN ART MUSEUM  
OLYMPIC SCULPTURE PARK

SAVE UP TO \$5 PER TICKET FOR INTIMATE IMPRESSIONISM!

**EVERYDAY MOMENTS, LASTING BEAUTY**

The Seattle Art Museum is proud to present Intimate Impressionism from the National Gallery of Art, which opens October 1, and will be on view through January 18, 2016.

The exhibition was selected from one of the finest collections of Impressionism in the world and features 68 beloved works by the movement's greatest masters including Edouard Manet, Auguste Renoir, Claude Monet, Paul Cézanne, Edgar Degas, Camille Pissarro, Vincent van Gogh, among many others.

**BOOK NOW & SAVE**

This exhibition will be popular, so plan ahead to select preferred days and times to visit. Buy online in advance to save up to \$5 per ticket with this special limited time offer.

Price Type	Ticket Price	Special Advance Online Price	
Adult	\$24.95	\$19.95	Save \$5 per ticket
Senior/Military	\$22.95	\$17.95	Save \$5 per ticket
Teen/Student	\$14.95	\$12.95	Save \$2 per ticket

Go to [visitors.org](#) to take advantage of these special discounts today!

**GET TICKETS**

This limited time offer is for advance sales only and is not valid on the final Tuesday of the month (October 1, November 3, December 1, and January 7). This discount is also not valid for events on final Friday. Your ticket does not include the weekly book handout.

Please note that you will need to create a Seattle Art Museum account to take advantage of this advance offer. Member dues online are available a day in advance, you will also be asked to choose a time to enter the exhibition. You may skip steps in the advance purchase process to log in via email.

Every, no refunds or exchanges on this special online offer.

Your ticket to Intimate Impressionism also includes admission to SAM collection galleries.

The exhibition is organized by the National Gallery of Art, Washington, DC.

Source: [www.nationalgallery.org](#)

**MAJOR SPONSORS FOR SPECIAL EXHIBITIONS**

Presenting Sponsors: Microsoft, NORDESTROM, Delta Air Lines, Original Equipment Suppliers, Delta.

Media Sponsors: JES, The Seattle Times.

Professional Partner: Royal Bank, Four Seasons Hotel Seattle.

Intimate Impressionism (2015), by J.M.W. Turner, 1840-1850, Royal Collection, London. © 2015 National Gallery of Art, Washington, DC. Photo: Helen Storey/Corbis.

**SEATTLE ART MUSEUM**  
ASIAN ART MUSEUM  
OLYMPIC SCULPTURE PARK

© 2015 Seattle Art Museum. All Rights Reserved.  
1000 First Ave., Seattle WA 98101

Email Template




300 x 250 Display Ad



**SAM** Seattle Art Museum  
November 1, 2015 · 🌐

Get tickets to see "Intimate Impressionism" at the Seattle Art Museum.  
Promo code: **SAVE\$5**



**Exclusive Online Offer**

Get \$5 off per ticket when you buy online. Then, visit SAM and view 68 intimately-scaled paintings by Impressionist & Post-Impressionist masters including Manet, Renoir, Cézanne & more.

[WWW.SEATTLEARTMUSEUM.ORG](http://WWW.SEATTLEARTMUSEUM.ORG) [Learn More](#)

👍 Like    💬 Comment    ➦ Share

👍 305    Top Comments

61 shares    15 comments

Facebook Link Ad



**SAM** @iheartSAM    18 Dec 2015

Want to see works by Degas, Monet, Renoir & other masters of Impressionism? #SAMImpressionism—on view through 1/10!  
[cards.twitter.com/cards/cpuqg/1a...](https://cards.twitter.com/cards/cpuqg/1a...)



**EXCLUSIVE ONLINE OFFER**

**S M SEATTLE ART MUSEUM**

Save \$5 per ticket to see "Intimate Impressionism." Promo ...  
[seattleartmuseum.org](http://seattleartmuseum.org)

Twitter Link Ad

# SAM *Intimate Impressionism* Exhibition Webpages

Membership Webpage

SEATTLE ART MUSEUM  
ASIAN ART MUSEUM  
OLYMPIC SCULPTURE PARK

SEARCH  
SIGN UP FOR NEWSLETTERS  
GET TICKETS  
VIEW CALENDAR  
ACCESSIBILITY

VISIT EXHIBITIONS COLLECTIONS PROGRAMS & LEARNING JOIN & GIVE

NOW OPEN  
*intimate impressionism*  
FROM THE NATIONAL GALLERY OF ART

**SEE IT FIRST. SEE IT FREE.**  
CÉZANNE, HONEY, MONET, KANEY, DEGAS & MORE!

The best way to view *intimate impressionism* from the National Gallery of Art is as a SAM member! Members receive free admission to special exhibitions, early access, special discounts, and more.

Join SAM as a member today and receive:

- Unlimited free admission to SAM including *intimate impressionism*—a savings of up to \$14.99 per ticket
- Exclusive members-only viewings—see the exhibition before it opens to the public on the Member Preview day and on special members-only evenings
- Priority access—bypass the ticket lines at the Member Services Counter
- Members-only discounts—enjoy great savings in the SAM Shop, Tours, and on additional offerings
- Plus much more...

**CHOOSE THE LEVEL THAT'S RIGHT FOR YOU**

**BECOME A MEMBER**

**Individual \$49** - Pays for itself in less than three visits  
All benefits good for one person

**Dual \$89** - Pays for itself in two visits  
All benefits good for two people

**Family \$99** - Pays for itself in ten visits  
All benefits good for two adults and all children 18 and under in the same household

**\$2000 \$290 - Best Value!**  
Includes free admission for two members and two guests on each visit, plus four guest passes.

**ENJOY UPCOMING EXHIBITIONS**

VIEW ALL  
VIEW FULL CALENDAR

**KENHIDE WILEY: A NEW REPUBLIC**  
FEB 11 - MAY 3 2016  
SEATTLE ART MUSEUM  
GET TICKETS

**VOYAGE TO BUNRANG: BUDDHIST ART OF THE SILK ROAD CAVES**  
MAY 8 - JUN 12 2016  
ASIAN ART MUSEUM

**GRAPHIC MASTERS: DORIS, REISBRANT, GOTO, PICASSO, MATSUDA, & COLOM**  
JUN 8 - JUL 28 2016  
SEATTLE ART MUSEUM

Ticketing Webpage

SEATTLE ART MUSEUM  
ASIAN ART MUSEUM  
OLYMPIC SCULPTURE PARK

SEARCH  
SIGN UP FOR NEWSLETTERS  
GET TICKETS  
VIEW CALENDAR  
ACCESSIBILITY

VISIT EXHIBITIONS COLLECTIONS PROGRAMS & LEARNING JOIN & GIVE

NOW OPEN  
*intimate impressionism*  
FROM THE NATIONAL GALLERY OF ART

**SAVE \$5 PER TICKET!**  
Buy online now and save \$5 per ticket when you use discount code **SAVES5**.  
Take advantage of this special limited time offer today!  
[SAVE NOW](#)

**THE JEWELS OF IMPRESSIONISM**

The Seattle Art Museum is proud to present *intimate impressionism* from the National Gallery of Art.

Selected from one of the finest collections in the world, these extraordinary paintings include beloved works by the movement's greatest masters.

We are thrilled to be welcoming 68 paintings by renowned artists including Edouard Manet, Auguste Renoir, Claude Monet, Paul Gauguin, Edgar Degas, Camille Pissarro, and Vincent van Gogh.

[LEARN MORE](#)

**BUY ONLINE & SAVE**

SAM MEMBERS	FREE (NOT A MEMBER JOB#1028)	GET TICKETS
ADULTS	\$24.99 <del>\$19.99</del> - SAVE \$5 PER TICKET	GET TICKETS
SENIORS / MILITARY	\$22.99 <del>\$17.99</del> - SAVE \$5 PER TICKET	GET TICKETS
TEENS / STUDENTS	\$14.99 <del>\$9.99</del> - SAVE \$5 PER TICKET	GET TICKETS
KIDS 12 & UNDER	FREE	GET TICKETS

This limited time offer is for online sales only and is not valid on the First Thursday of the month (November 5, December 3, and January 7). This discount is also not valid for seniors on First Friday. Sorry, no refunds or exchanges on this special early online offer.

Please note that you will need to collect a specific day for your visit to take advantage of this online offer. On selected days where we anticipate a high volume of visitors, you will also be asked to choose a time to enter the exhibition. Please enter within 20 minutes of the time listed on your ticket. You may stay inside the gallery as long as you like.

Your ticket to *intimate impressionism* also includes admission to the SAM collection galleries.

## SAM: *Intimate Impressionism* Overall Results

Package	Channel	Response Rate	Average Gift	ROI
Membership	DM	0.93%	\$88.74	\$1.41
	Email	0.25%	\$83.75	\$5.29
Marketing	Direct Mail	1.24%	\$41.93	\$11.28
	Email	0.18%	\$39.72	\$1.83
Both	Paid Advertising	N/A	\$30 for tickets	\$1.02–\$1.36
			\$80 for membership	

- Overall, both departments generated positive ROI’s across all channels
  - Membership campaign outperformed projections in terms of members and gross revenue
- This multi-channel strategy was regarded favorable by both departments and further increased communication when planning campaigns surrounding special exhibitions
- For paid advertising, TLC reported on direct promo code attribution AND Google Analytics E-commerce tracking, providing ranges for possible ROI in between the two attribution methods:
  - Membership advertising conversions were split: 20% Membership and 80% Ticket Sales
  - Marketing advertising conversions were split: 10% Membership and 90% Ticket Sales

## Recap: Why Multi-Channel Campaign Strategy?

One strategy across multiple channels, thus maximizing opportunity to engage prospective customers – on **their terms** (when and where they become a Member)

- Challenges:
  - Complexity
  - Time & Resources
  - Response Attribution
- Benefits:
  - Consistent Message and “Look and Feel”
  - Integrated Departments
  - Increased Branding/Awareness
  - Channel and Platform Preference
  - **Data and Increased Results Performance**

## Any Questions?



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