
DR
KONCERT
HUSET

Facts about DR Koncerthuset

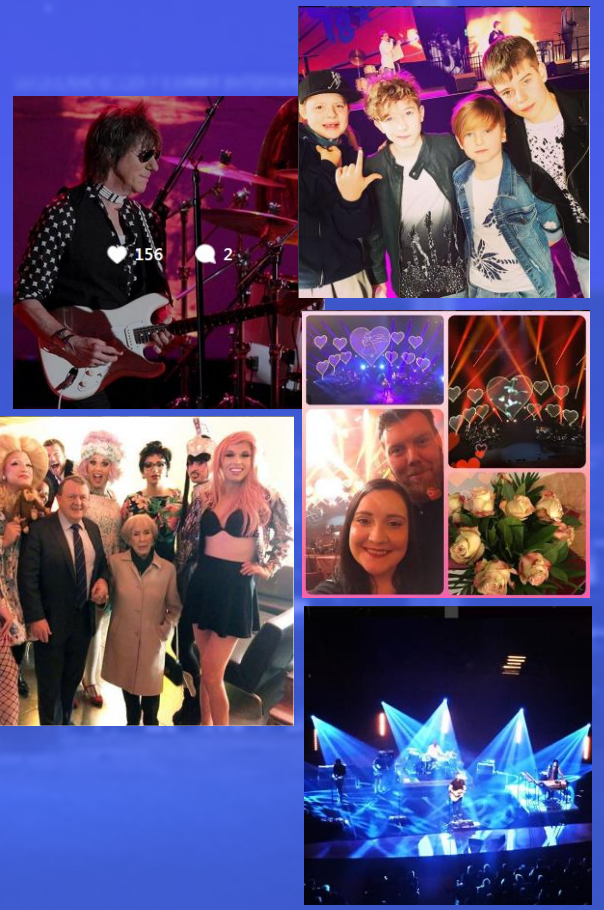
Celebrating 10 year anniversary next year

One Concerthal and four Studios

Home to the DR SymfoniOrkestret

Part of DR (Danish national broadcast)

Increasing number of events and guest every year



The journey from a CRM perspective

From:

No CRM system

No email system

No tracking

To:

Integrated CRM system

Customizing email flows

Tracking

Increase in respons and ROI

So where are we now?

Personalized flows:

Purchase flow

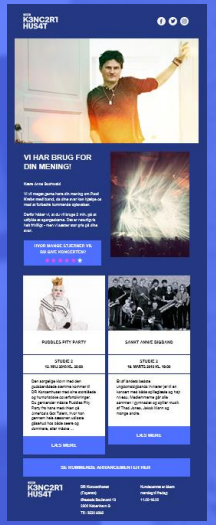
Permissions flow

Subscriptions flow

Segmented newsletters:

Genre specific newsletter

based on transactions and Customer profile



The future – where do we want to go?

Challenge:

High variation of events and customers

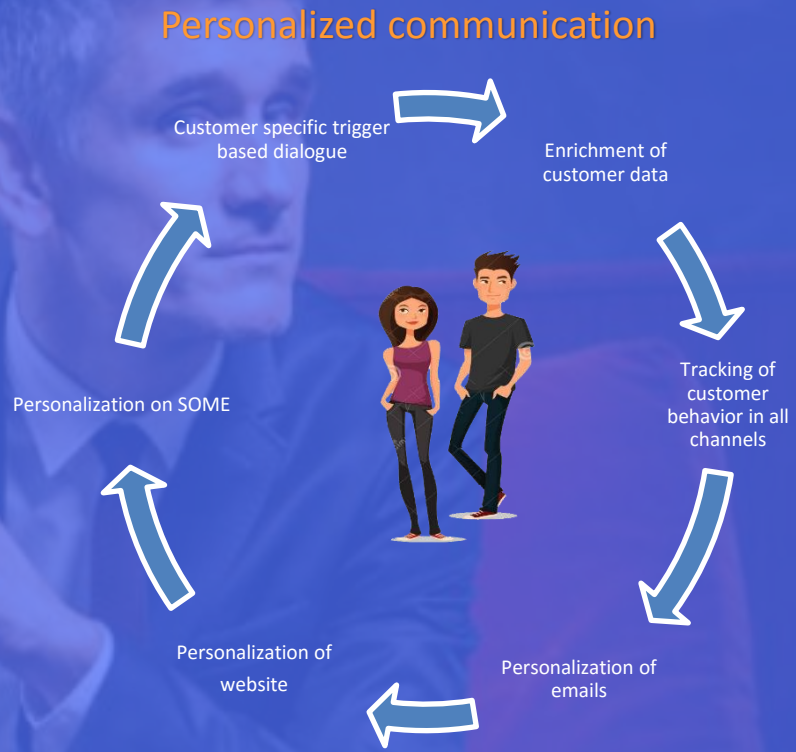
Staying relevant

Keep increasing response and engagement

Solution:

Increasing development of data insight with

ONE Prediction



The Beginning

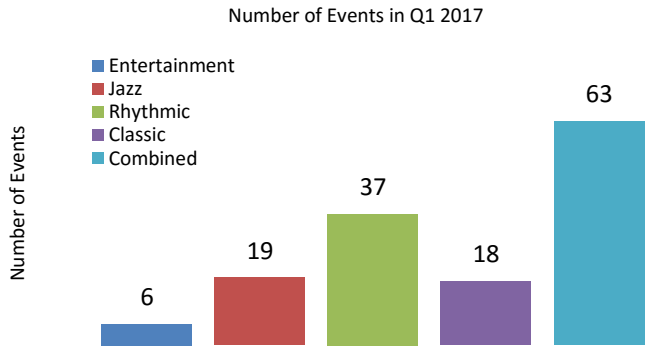
ONE PREDICTION

- Examine how AI and Machine Learning could help our Customers to move to the next level of Marketing Automation
- Develop Ideas and Concepts
- Pilot Project with DR Koncerthuset

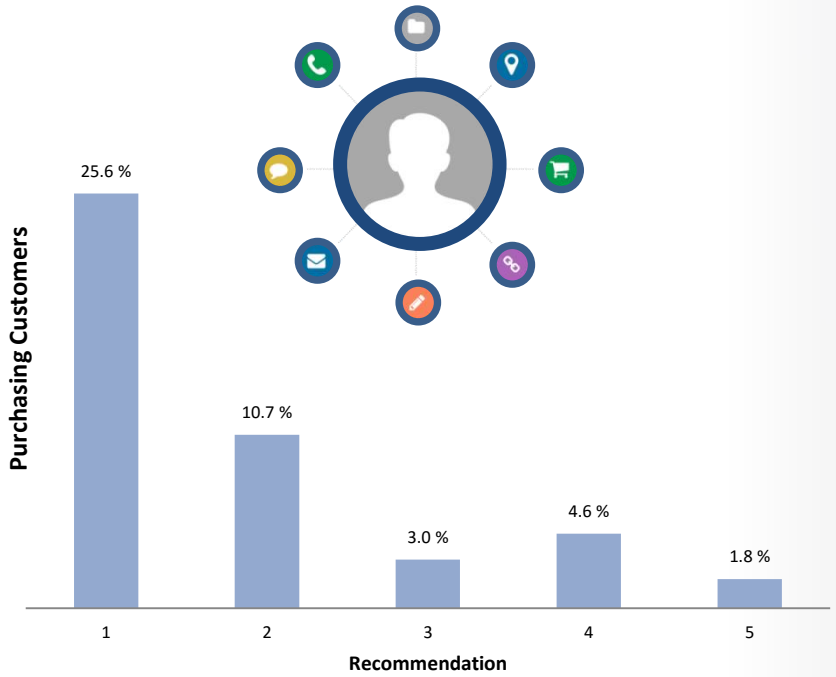
Proof - of - Concept

Training Data : Ticketsales until 31th of December 2016

Test Data : Ticket Sales first Quarter 2017



Modelling with traditional 360° data



Total = **44%** of Sales in Top 5

ONE PREDICTION

Modelling with traditional 360° data

Problem to solve!

=

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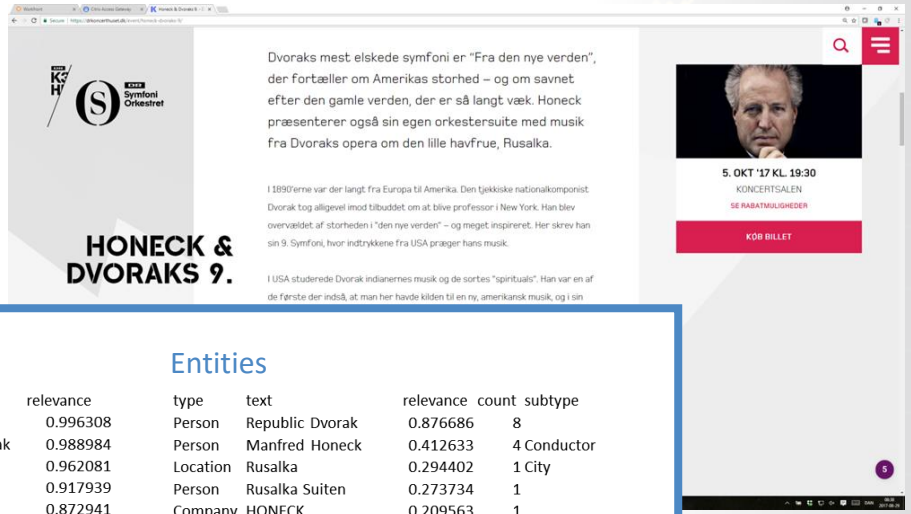
What is the difference in numbers?

Converting Concert Descriptions to Model Features



Concept

text	relevance
Antonin Dworak	0.983279
Opera	0.839302
Ludwig van Beethoven	0.80742
Robert Schumann	0.712243
Orchestra	0.680637
Richard Strauss	0.632603
The Little Mermaid	0.626565
United States	0.621617

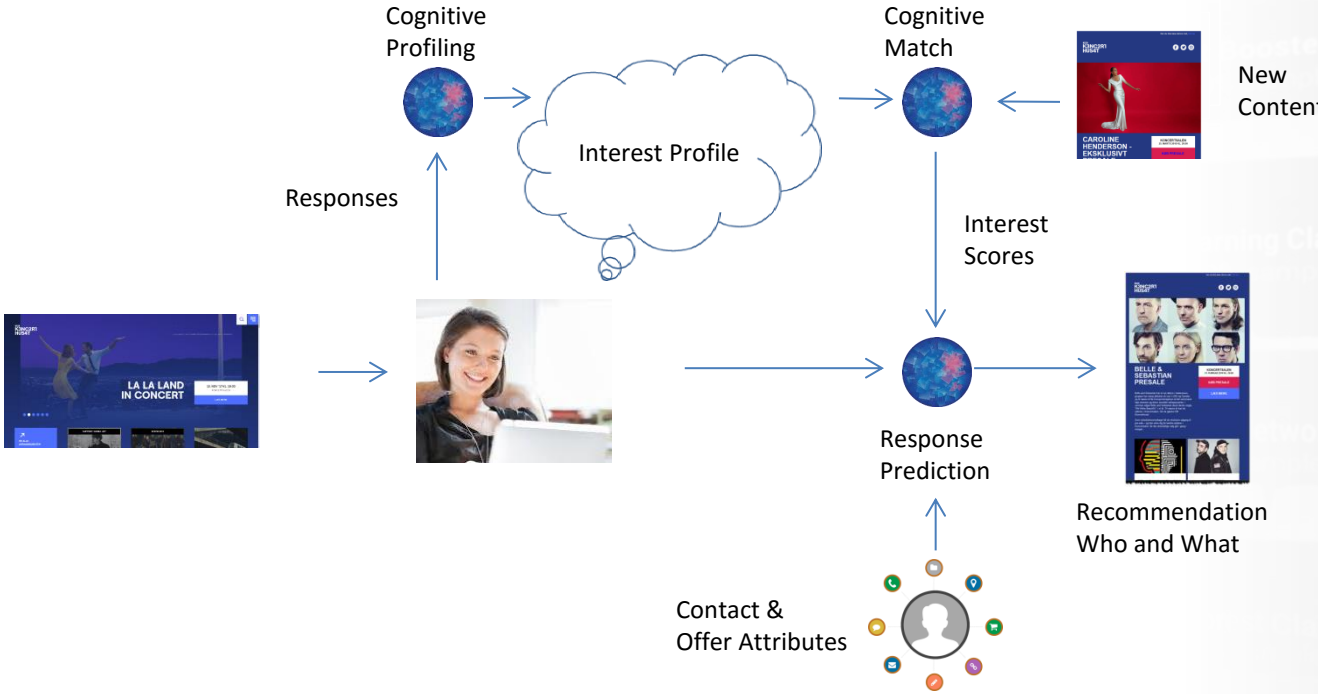
Keywords

text	relevance
Dvorak	0.996308
national composer Dvorak	0.988984
Dvorak Indian music	0.962081
Czech Republic Dvorak	0.917939
New World	0.872941
little mermaid	0.72503
Dvorak arr	0.706953
conductor Manfred Honeck	0.665803
orchestra suite	0.653769
Paul Armin Edelmann	0.637542
new American music	0.628229
Rusalka	0.601916
opera Rusalka	0.587098
Rusalka Suiten	0.575687
Rusalka Suite	0.566171
symphony	0.522825

Entities

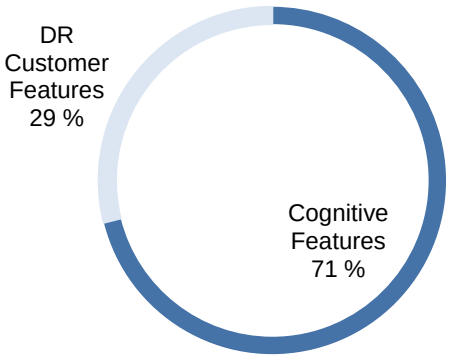
type	text	relevance	count	subtype
Person	Republic Dvorak	0.876686	8	
Person	Manfred Honeck	0.412633	4	Conductor
Location	Rusalka	0.294402	1	City
Person	Rusalka Suiten	0.273734	1	
Company	HONECK	0.209563	1	
Person	Lieder	0.187827	2	
Location	America	0.186761	2	Continent
Person	Paul Armin Edelmann	0.1852	1	
Location	New York	0.181561	1	PoliticalDistrict
Location	USA	0.171053	2	Region
Person	Richard Strauss	0.162737	1	Composer
Person	Schubert	0.15137	1	
Location	Europe	0.148789	1	Continent
JobTitle	professor	0.142384	1	
Person	Rusalkas	0.136238	1	
Location	Denmark	0.128297	1	Country

Cognitive Matching

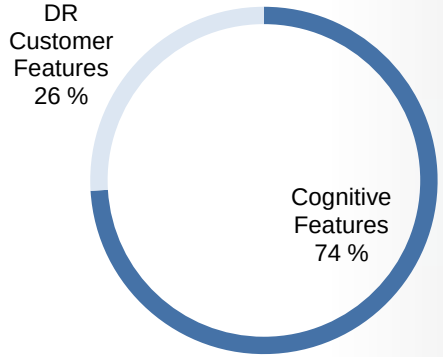


Cognitive Feature Impact on Models

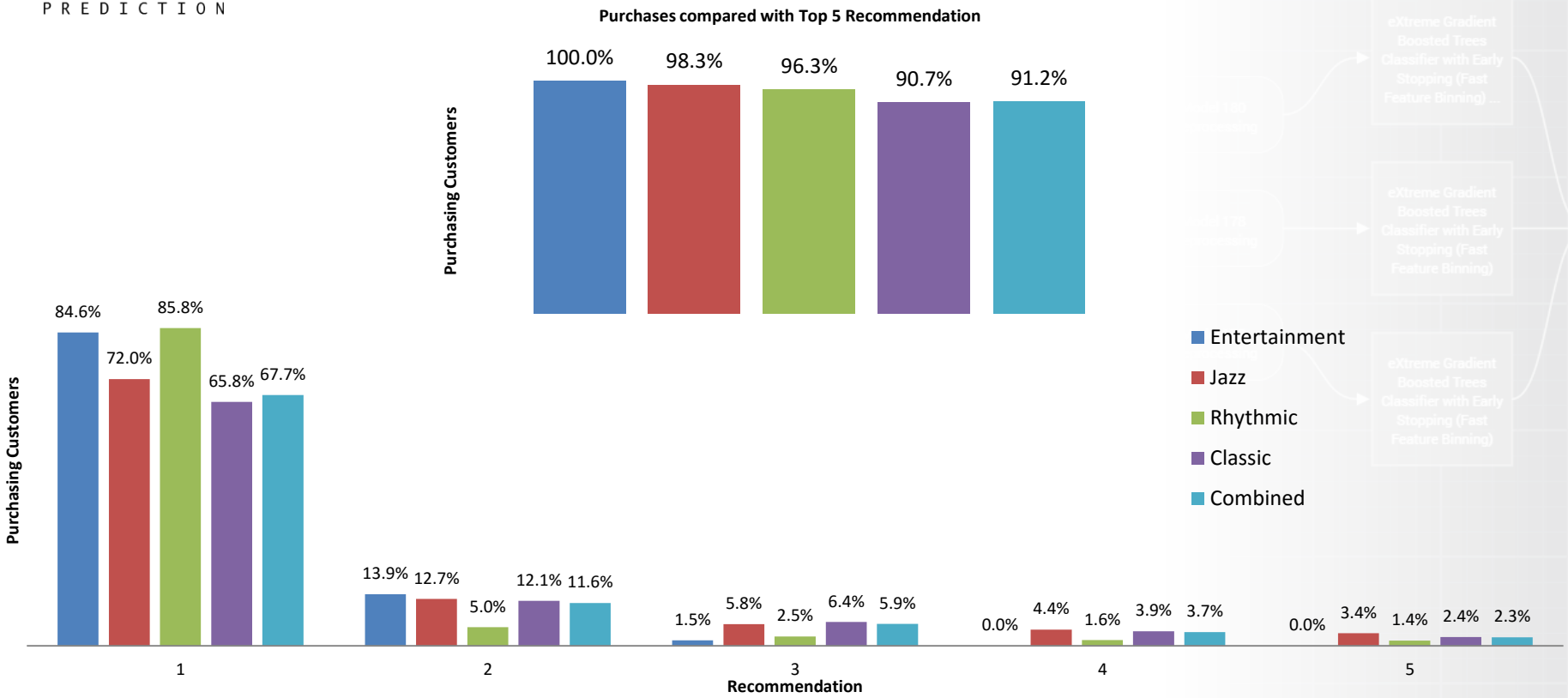
Rhythmic Prediction Model



Classic Prediction Model



Including Cognitive Data in Models



Test Classic Newsletter

Newsletter
Subscribers
63.373

51.644
Content
not relevant
enough

7.913
Receivers

4.285
Receivers

9.816
Receivers

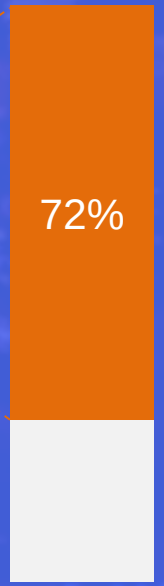
7.719
Receivers

6.485
Receivers

5.661
Receivers

Combined into
11.729 e-mails
In 942 variants

Purchased Tickets



Test Classic Newsletter – Final Improved Model

Newsletter Subscribers

63.373

3.364 e-mails

5,3% of subscribers

95,6% of purchasers

96,0% of ticket sales

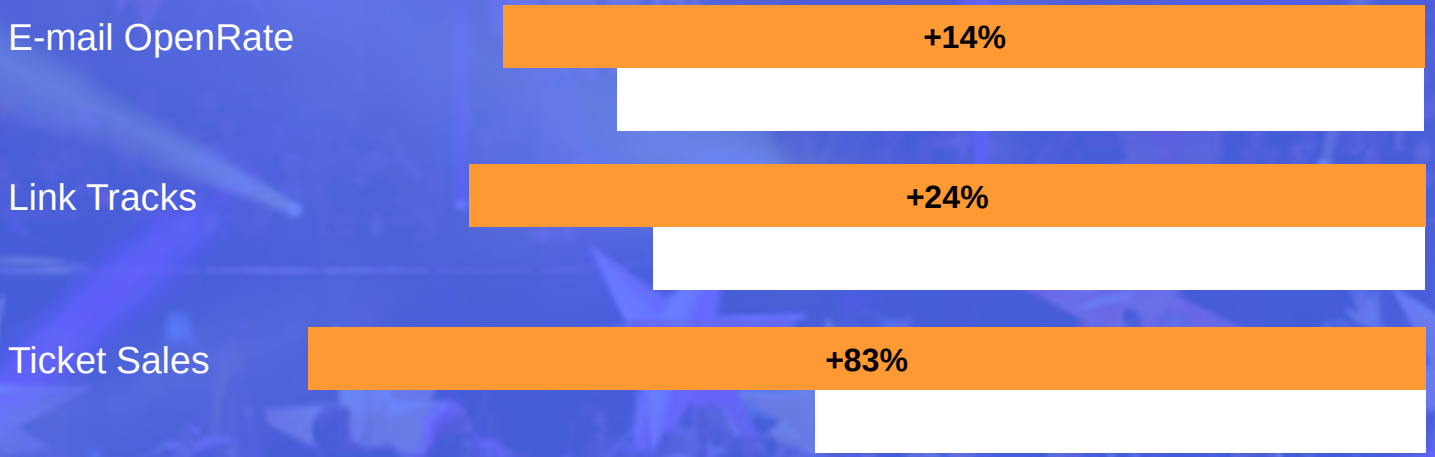
60.009

Content not relevant enough

4,4% of purchasers

4,0% of ticket sales

Test Generic versus Personalized e-mails



Planned Implementation

Offer Descriptions

Content Items

ONE
PREDICTION

Advertising

Website

Ticket System

e-mails

ONE PREDICTION

Solution Roadmap

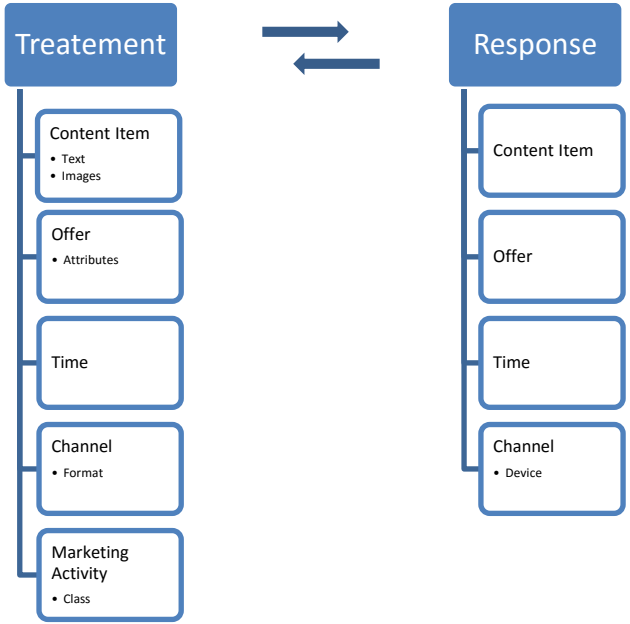
Automated Content Personalization

Cognitive Profiling
Cognitive Content Matching
Response Prediction

Automated Treatement Personalization

Response Behaviour Profiling
Marketing Activity Impact Prediction
Personal Customer Journey Optimization

The Right Data is Key to Success



Questions?

ONE PREDICTION

Increase Response and Conversion