



THE DATA PLATFORM FOR CULTURAL INSTITUTIONS

THE BACKGROUND

PRESSURE IS MOUNTING & IS BECOMING DIFFICULT TO MANAGE USING YESTERDAY'S METHODS.



THE REGULAR AUDIENCE IS AGEING

Today's loyal visitors are not tomorrow's audience.



NEW TARGET AUDIENCES ARE STAYING AWAY

Tomorrow's audience can no longer be reached through yesterday's communication channels.



EFFECTIVENESS MUST BE PROVEN

Funding bodies expect solid evidence, not just gut feelings.



KNOWLEDGE IS AT RISK OF BEING LOST

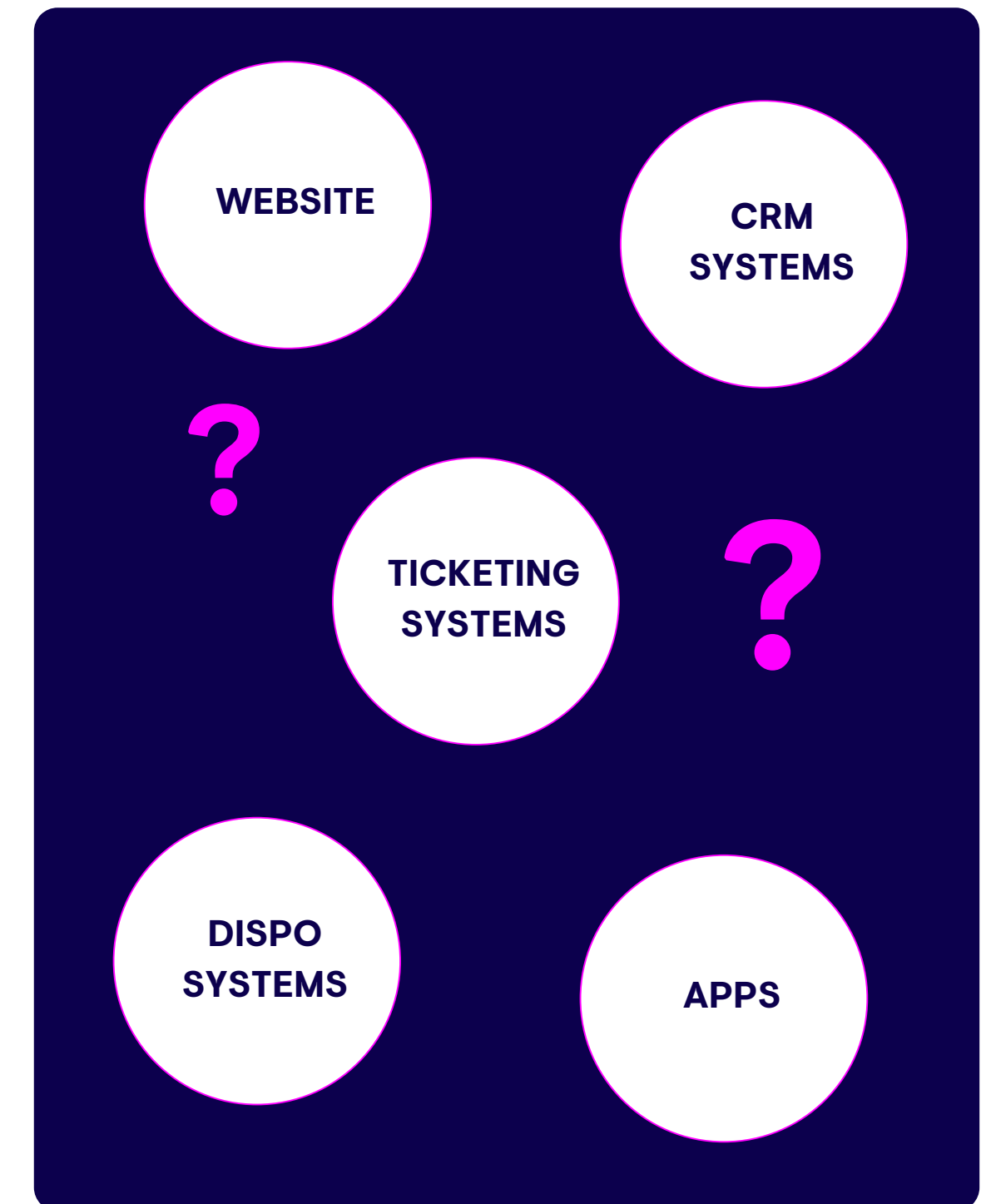
Every time a member of staff leaves, experience is lost – experience that exists only in people's minds.

THE SAME GOALS. BUT DIFFERENT FIGURES.

The most important information is scattered across systems that do not communicate with one another.

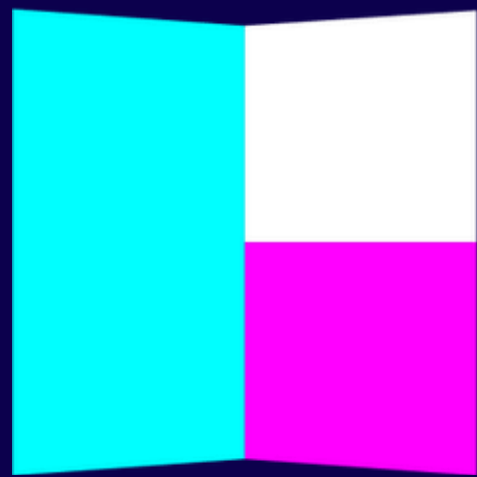
Each one contains a fragment, but none of them answers the questions that really matter:

- **“Which productions appeal to which audiences?”**
- **“Which first-time visitors never come back?”**
- **“Which marketing messages reach which audience segments?”**



OUR APPROACH

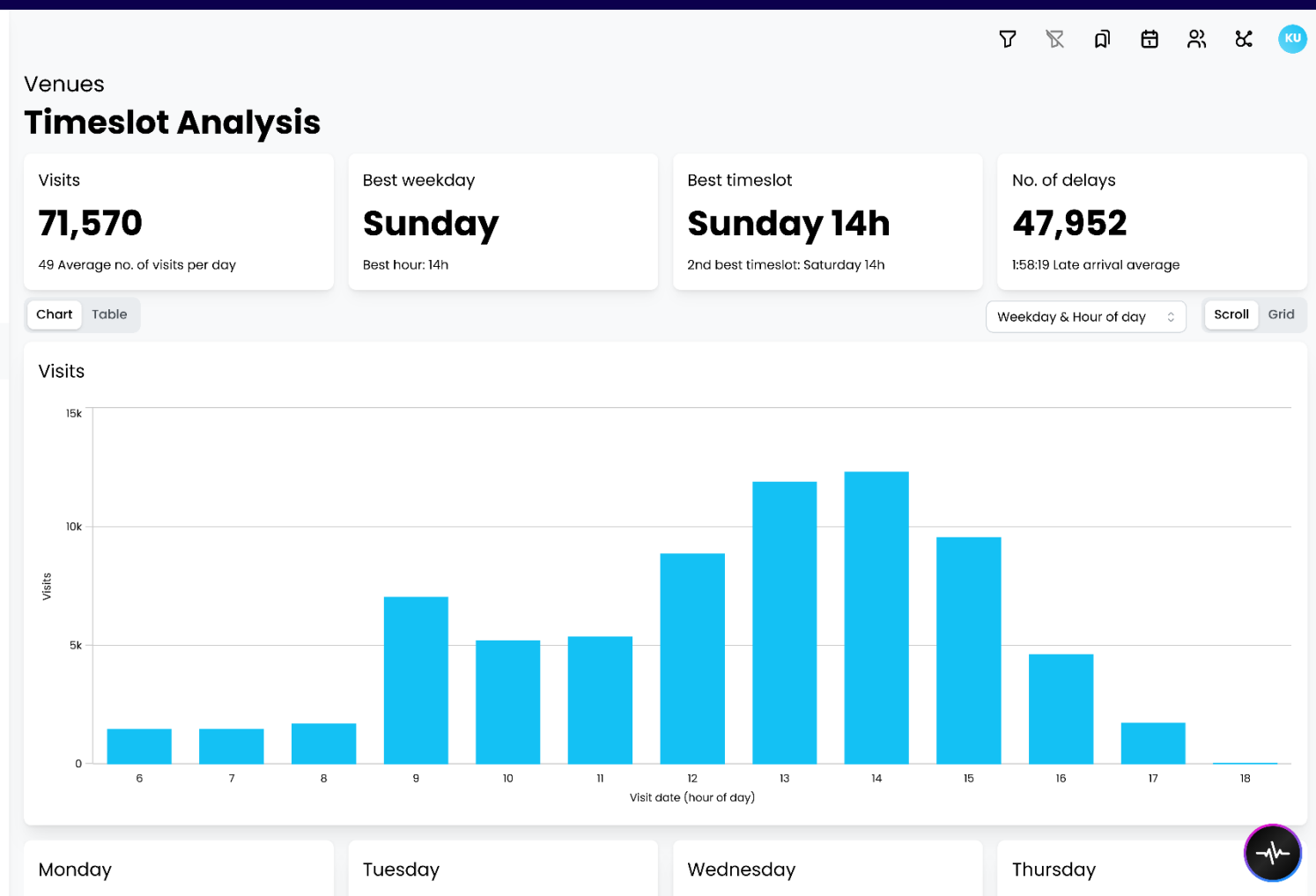
NOT JUST ANOTHER TOOL



but a **shared, culture-specific**
DATABASE.

For it is only on this basis that data analysis for cultural organisations becomes what it is meant to be:
The link between cultural mission & operational reality.

CULTURE-SPECIFIC ANALYSES THAT UNDERSTAND YOUR REALITY



1

Built on a data model that already takes into account transfers, free tickets, memberships, and seasonal patterns.

2

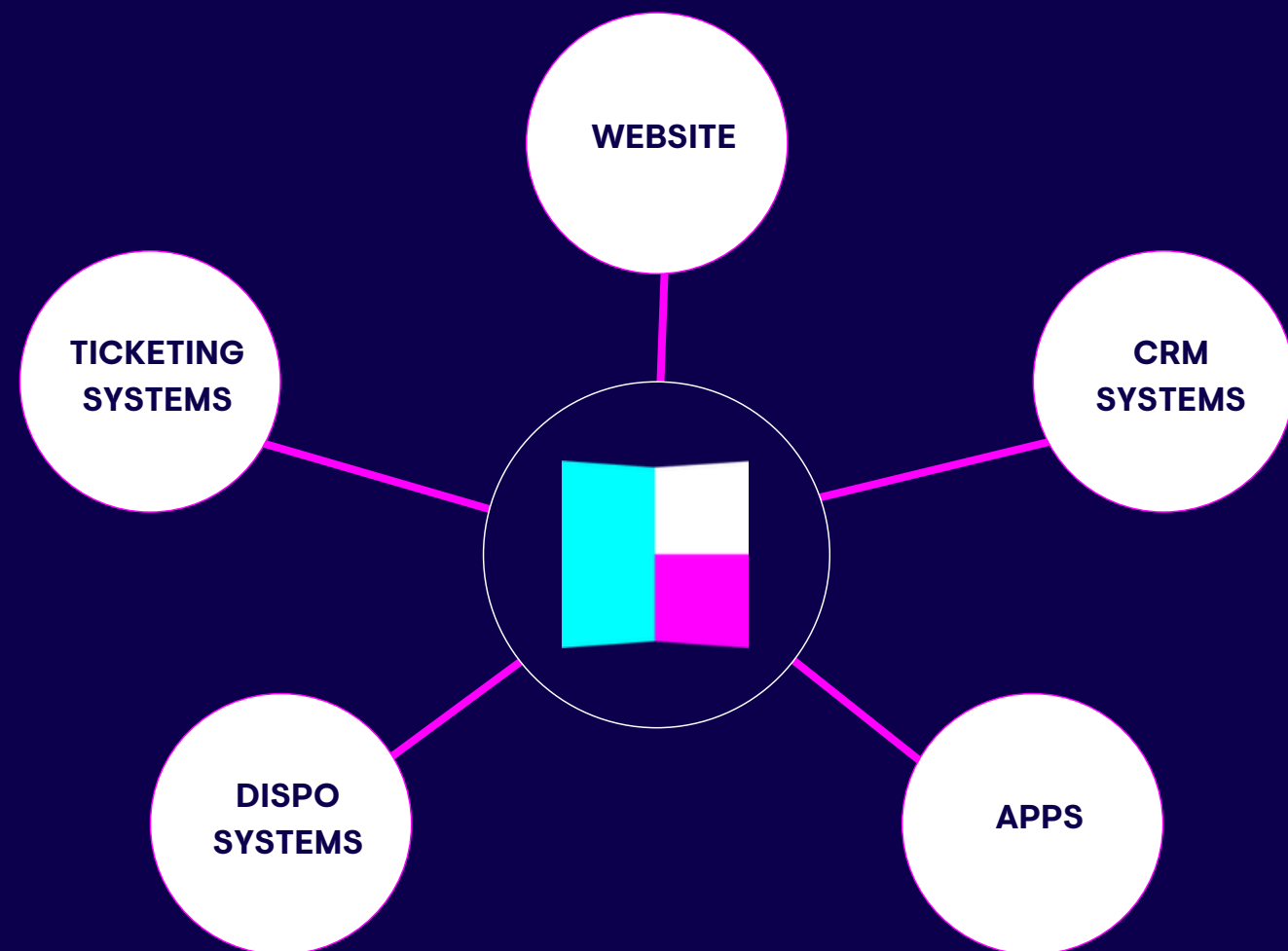
Analyses that can be relied upon immediately, without the need for additional configuration, without time-consuming consultancy projects and without room for interpretation.

3

Your real-world situation does not need to be translated into a generic system first, so you can trust your figures at all times.

CROSS-SYSTEM

THE PERSPECTIVE THAT NO SINGLE SYSTEM HAS



1

It integrates ticketing, CRM, newsletters, websites and apps, thereby revealing connections across all channels.

2

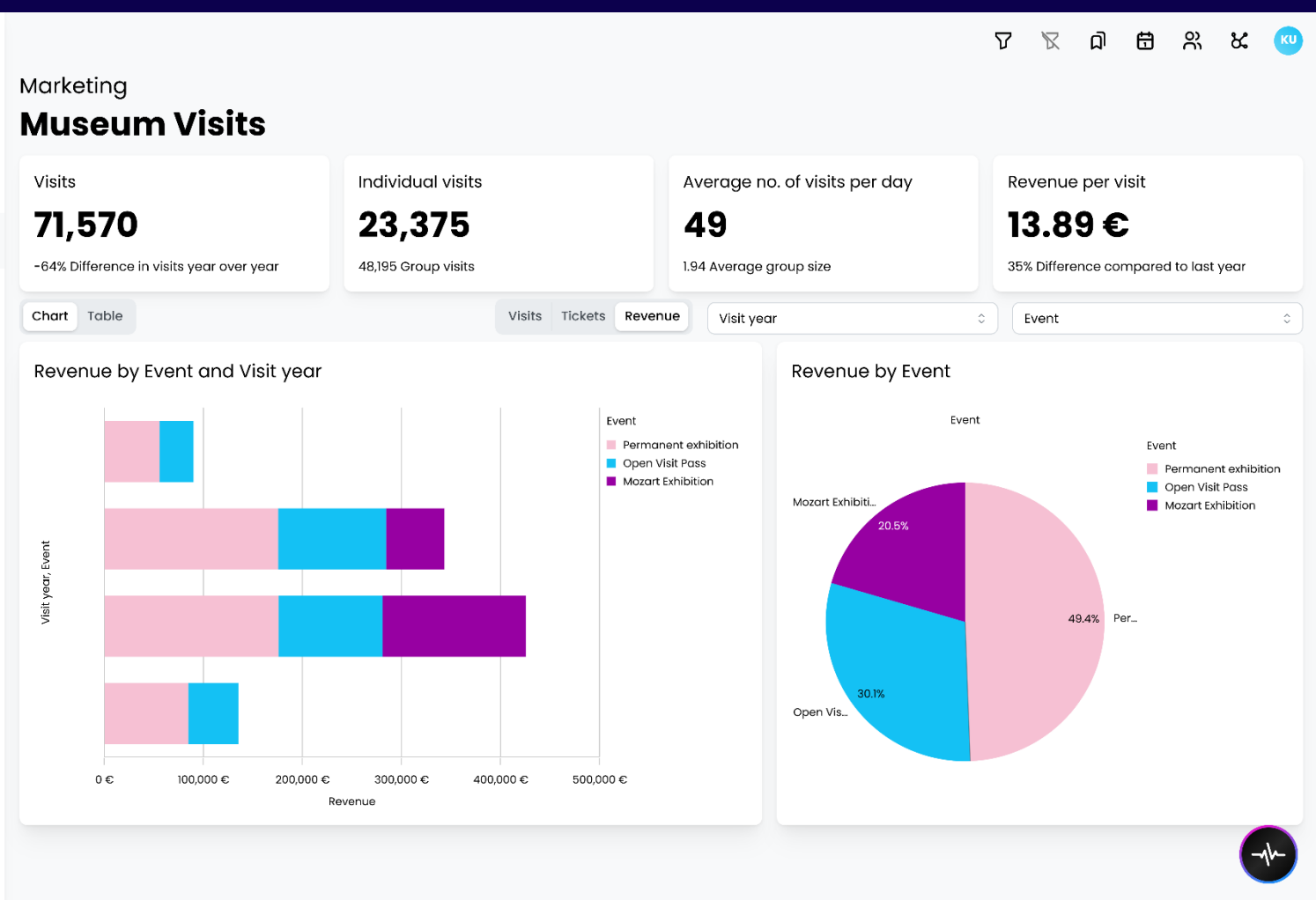
It enables causal rather than purely descriptive analysis and delivers results that stand up to scrutiny by funding bodies and committees.

3

The insights gained are fed directly back into CRM and mailing tools as segments, ensuring that analysis is immediately translated into concrete action.

CENTRALISED

KNOWLEDGE THAT LASTS – NO MATTER WHO LEAVES



- 1 Between 15 and 20 years' worth of experience and institutional knowledge is often held by individual staff members and is frequently lost when staff change.
- 2 Kulturplanner makes this knowledge available in a structured way, validates it and makes it available to all departments in a standardised format.
- 3 This enables new colleagues to start work straight away with access to the complete database, ensuring that everyone works and communicates on the basis of the same figures.

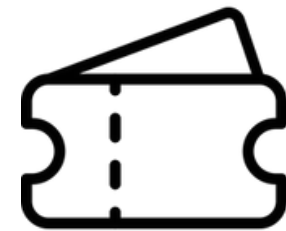
FOR YOUR ENTIRE TEAM

ONE FOUNDATION. FIVE PERSPECTIVES.



MANAGEMENT & ARTISTIC DIRECTION

A robust basis for decision-making and evidence of impact for committees and funders.



SALES & TICKETING

Manage capacity utilisation in a targeted manner and identify untapped potential at an early stage.



MARKETING & COMMUNICATIONS

The right message to the right segment — rather than a scatter-gun approach.



CRM & CUSTOMER RETENTION

Turn first-time visitors into regulars — with a 360° view.



FINANCE & CONTROLLING

Consistent figures across all departments, significantly less manual effort.

WHAT KULTURPLANNER HAS TO OFFER

THREE AREAS. ONE PRODUCT.



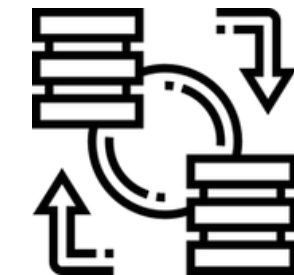
DATA ANALYSIS & REPORTING

- **Culture-specific analyses** for exhibitions, campaigns, time slots, products, surveys
- **Automated reports** sent by email to stakeholders
- User-friendly interface, even for those without data expertise



CUSTOMER SELECTION & SEGMENTATION

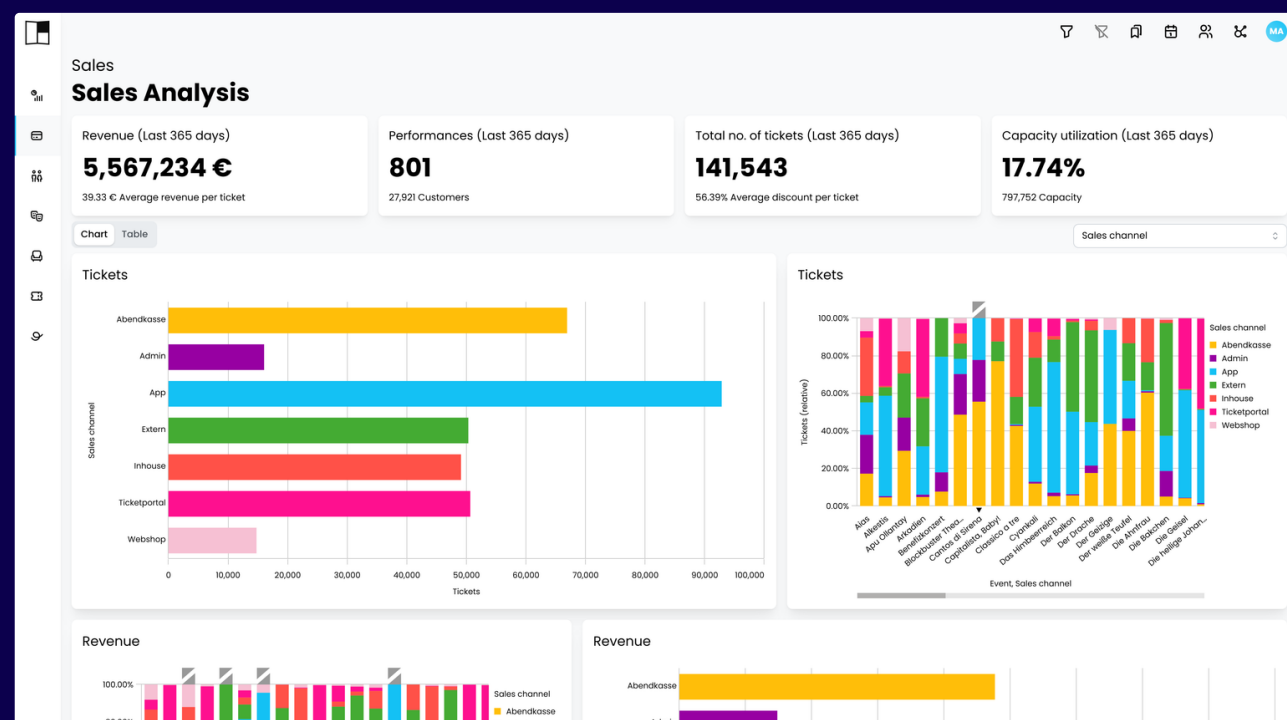
- **Targeting** based on purchasing behaviour, interests and demographics
- **Automated segmentation** using established scoring methods
- **Direct transfer** to CRM and email marketing tools



DATA INTEGRATION & TRANSMISSION

- **Standard interfaces** to ticketing, CRM, newsletters, websites and apps
- Two-way **synchronization**
- **Maintenance and further development** of the interfaces are included

A GLIMPSE INTO THE PRODUCT



50+ ANALYSES FOR CULTURAL ORGANISATIONS

Over 50 predefined analyses provide in-depth insights into bookings, customers, performances, venues, auditoriums and season tickets. Trends and opportunities are identified at an early stage, supporting data-driven decision-making.

AUTOMATED REPORT DISTRIBUTION

Reports are generated and automatically sent to the relevant recipients at the specified time. This ensures that up-to-date key figures are available at all times and reduces the need for manual work.

		Tickets	Abotickets	Frei	Belegung	Umsatz Brutto	Produktions- Auslastung	Umsatz pro Ticket	Abotakt pro Ticket
Juni 2026									
— Hauptsaal									
Mi. 18.09.2024 20:00	Peer Gynt	502	0	38.001	1% ↓	11.177 €	0% ↓	22,26 €	17%
Do. 19.09.2024 19:00	Peer Gynt	297	0	40.481	1% ↓	7.418 €	0% ↓	24,98 €	1%
Summe	Hauptsaal – 09/24	799	0	77.121	1% ↓	18.595 €	0% ↓	23,27 €	31%
— Kirche 4									
Mo. 16.09.2024 19:30	Die letzte Kommune	486	0	34.294	1% ↓	10.885 €	0% ↓	22,40 €	6%
Summe	Kirche 4 – 09/24	486	0	34.294	1% ↓	10.885 €	0% ↓	22,40 €	9%
— Klassenzimmer									
Di. 24.09.2024 18:00	Liebelei	535	0	79.104	1% ↓	15.902 €	0% ↓	29,72 €	39%
Summe	Klassenzimmer – 09/24	535	0	79.104	1% ↓	15.902 €	0% ↓	29,72 €	30%
— Nebenraum									
Sa. 14.09.2024 20:00	Pippil Langstrumpf	670	0	37.809	2% ↓	14.190 €	0% ↓	21,18 €	33%
Di. 17.09.2024 20:00	Götter	1.444	0	42.425	3% ↓	26.059 €	0% ↓	18,05 €	20%
Mi. 18.09.2024 15:00	Götter	1.124	0	45.752	2% ↓	21.470 €	0% ↓	19,10 €	22%
Summe	Nebenraum – 09/24	3.238	0	120.151	3% ↓	61.719 €	0% ↓	19,06 €	25%
— Städtische Galerie									
Fr. 06.09.2024 23:52	Don Juan und Faust	154	0	47.821	0% ↓	7.417 €	0% ↓	48,16 €	33%
Di. 10.09.2024 20:00	Don Juan und Faust	3.122	0	54.295	5% ↓	134.647 €	0% ↓	43,13 €	29%

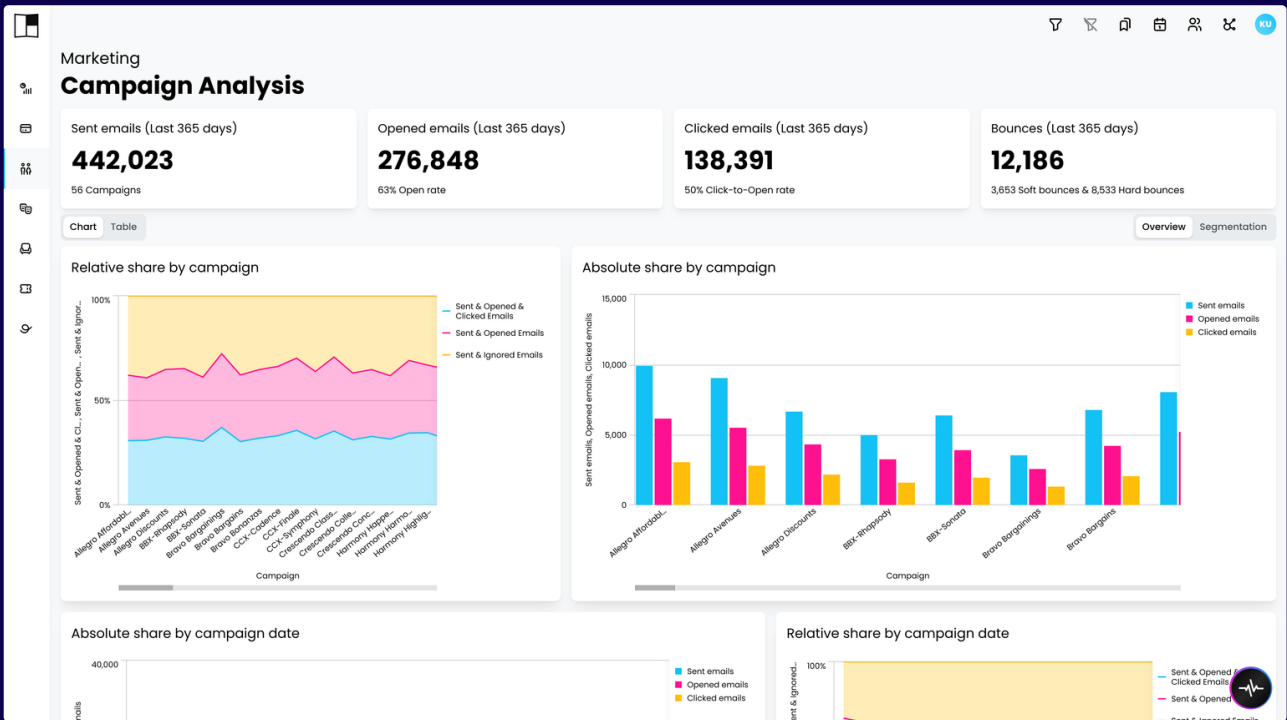
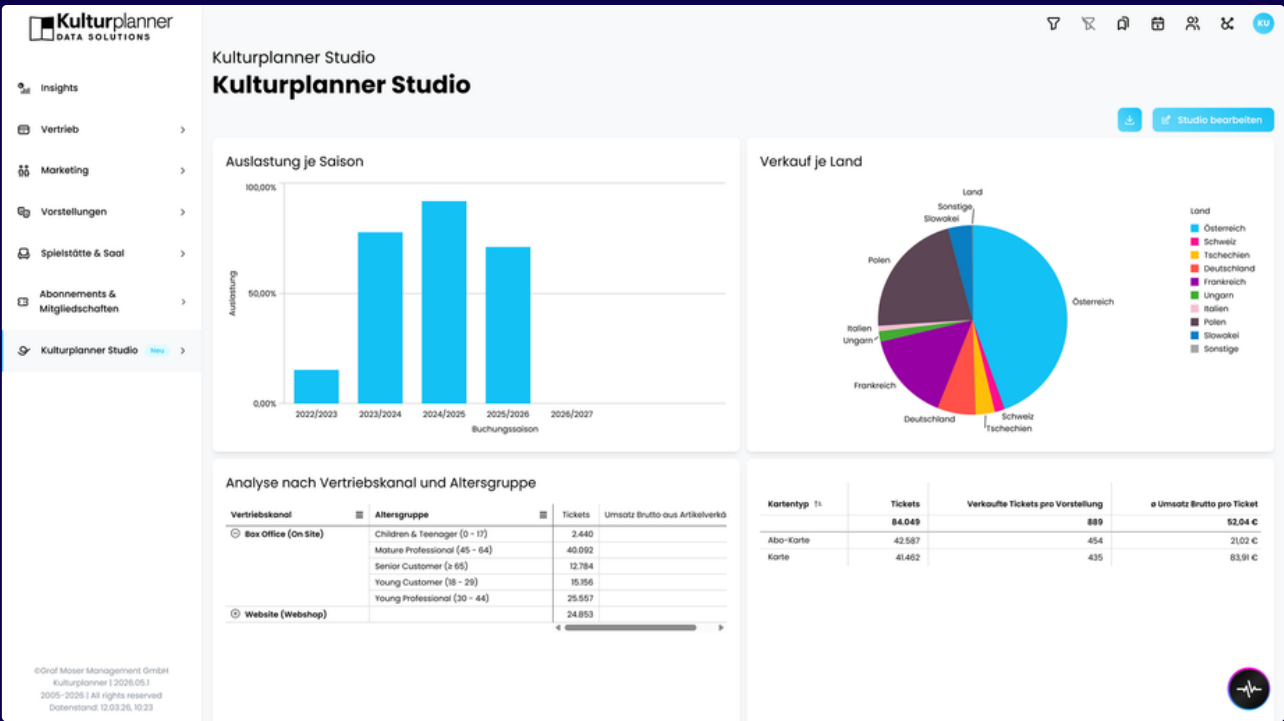
KULTURPLANNER ANALYZER

A GLIMPSE INTO THE PRODUCT



KULTURPLANNER STUDIO

Customised reports and analyses can be created flexibly to address specific issues and requirements. This allows analyses to be tailored precisely to the organisation’s needs.



CRM AND MAILING TOOL INTEGRATION

Target audience segments are created based on purchasing behaviour and interests, transferred to CRM and email marketing tools, and linked to campaign and sales data. Marketing activities can be managed in a more targeted manner and their impact measured transparently.

SYSTEMS, DATA AND PEOPLE YOU CAN TRUST.

WHAT YOU CAN COUNT ON



CHANGING SYSTEMS WITHOUT DATA LOSS

Your data history is retained in full, regardless of the system, even if you switch ticketing systems.



GDPR-COMPLIANT & TRACEABLE

All data is processed on servers in the EU and is based on validated principles rather than on a non-transparent black box.



AI BASED ON DOMAIN EXPERTISE

The AI operates on the basis of a culture-specific data model rather than generic assumptions.

A SELECTION OF OUR CLIENTS

AS THE MARKET LEADER IN THE GERMAN-SPEAKING WORLD

luzerner
theater



BRmedia

SCHAUSPIELHAUS ZÜRICH



T-O-G OÖ THEATER UND
ORCHESTER GMBH

OPERNHAUS
ZÜRICH

WIENER
STAATSOOPER



BÜHNEN KÖLN

BURG



Staatsoper
Hamburg

Deutsches
Theater



THEATER
BASEL



Semperoper
Dresden



LUCERNE
FESTIVAL



KULTUR
HÄUSER

T Theater
Regensburg R



Konzert
und
Theater
St.Gallen



OPER
LEIPZIG



BÜHNEN BERN



WHAT OUR CUSTOMERS SAY

The investment has more than paid for itself. Instead of numerous Excel spreadsheets, we now have a **data warehouse that enables us to work reliably and sustainably** – with all departments working together – which ultimately saves us resources that can then be channelled more into our core work.

Tom Till
Commercial Management
THALIA THEATER

I've enjoyed working with Kulturplanner for many years. For me, Kulturplanner is like the biscuit that goes with my first espresso in the morning, when I'm looking at the figures from the previous day. **Ticketing, financial and scheduling data** – all included in the daily report – delivered straight to my inbox.

Thomas Königstorfer
Commercial Managing Director
OÖ THEATER UND ORCHESTER GMBH

Kulturplanner's detailed analytics give us a much better understanding of our audience. We can tailor our content more effectively and evaluate our communication strategies more efficiently than ever before.

Susi Reinhardt
Head of Communications
KONZERT & THEATER ST. GALLEN

ANYTHING IS POSSIBLE – CUSTOMER SUCCESS STORY

MORE EFFICIENT PROCESSES AND STRATEGIC MARKETING

+23 %

TICKET DEMAND

compared to previous season

+14 %

REVENUE

compared to previous season

+30%

CUSTOMERS

new/returning customers

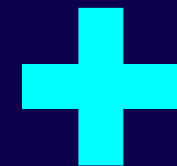
* Figures from the case study with Dresdner Philharmonie 2025

YOUR INVESTMENT

A MODEL THAT GROWS WITH YOUR NEEDS.

+ Additional Data Sources

- CRM systems
- Mailing tools
- Dispo systems
- Website
- Apps
- etc.



KULTURPLANNER ESSENTIALS

- Integration of ticketing system
- Standard data analysis
- 1 user
- 200,000 tickets
- First-level support



+ Kulturplanner Modules

- Detailed data analysis
- Kulturplanner Studio
- Automated report dispatch



+ Kulturplanner Add-Ons

- Additional users
- Historical data



CONTACT

Let's talk!

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