



YOUR DATA EXPERTS IN THE CULTURAL SECTOR

ABOUT US

20 YEARS OF EXPERIENCE -
DATA EXPERTS WITH A LOVE FOR CULTURE

Our team brings together people from a wide variety of fields - from IT to sales - who are characterised by their curiosity and openness. **We understand the cultural sector** and appreciate the special features and requirements that characterise it.

As the **market leader**, we specialise in **software solutions for the performing arts**, especially for theatres, concert halls, opera houses and **museums**.

Our passion for culture, coupled with our expertise, makes us **data experts in the cultural sector**.

CHALLENGES

IN THE CULTURAL SECTOR FOR THE YEAR 2025

1

Rising costs due to inflation & cutbacks

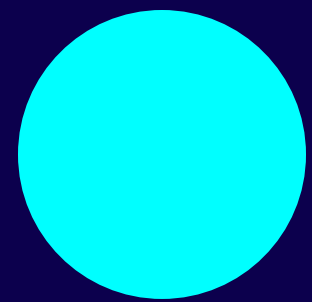
2

Changing audience behaviour & the sofa as the biggest competitor

3

Attracting new target groups & ensuring relevance through data-driven strategies

AND HOW CULTURAL INSTITUTIONS CAN DEAL WITH THEM.



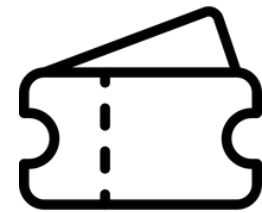
By using their data effectively.

YOUR ENTIRE TEAM

BENEFITS FROM THE USE OF YOUR DATA



**MARKETING &
COMMUNICATION**



**SALES &
TICKETING**



**CRM & CUSTOMER
RETENTION**



**DIRECTORSHIP &
MANAGEMENT**



**FINANCE &
CONTROLLING**

OUR OFFER

TAILORED TO YOUR REQUIREMENTS



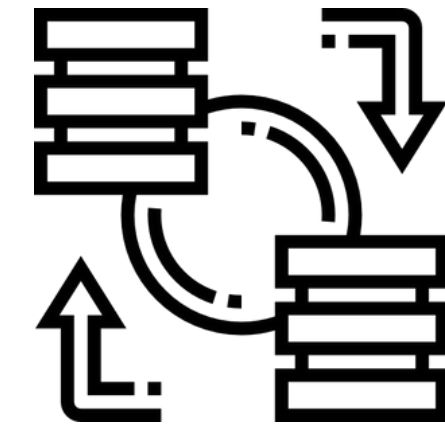
DATA ANALYSIS & REPORTING

We offer a cloud-based BI tool with numerous **analyses specifically tailored to the cultural sector**, linking transaction, behavioural and customer data.



CUSTOMER SELECTION & SEGMENTATION

We enable a targeted customer approach through **extensive customer selection options**. This increases the impact of your communication.



DATA INTEGRATION & SYNCHRONISATION

We offer **seamless integration** of various data sources. Thanks to numerous **standard interfaces** to common systems (ticketing, CRM, etc.), we guarantee reliable and efficient data transfer.

DATA ANALYSIS & REPORTING

GET TO KNOW
YOUR AUDIENCE BETTER.

1

VISUALISATION

Whether you're a strategist, creative mind or data nerd, our user-friendly interface enables **simple, clear data visualisations** for quick insights.

2

ANALYSIS

Special analysis sets for the cultural sector offer immediate insights into performances, productions, capacity utilisation, subscriptions, campaigns and much more. **Powerful filters** allow detailed analyses for well-founded decisions.

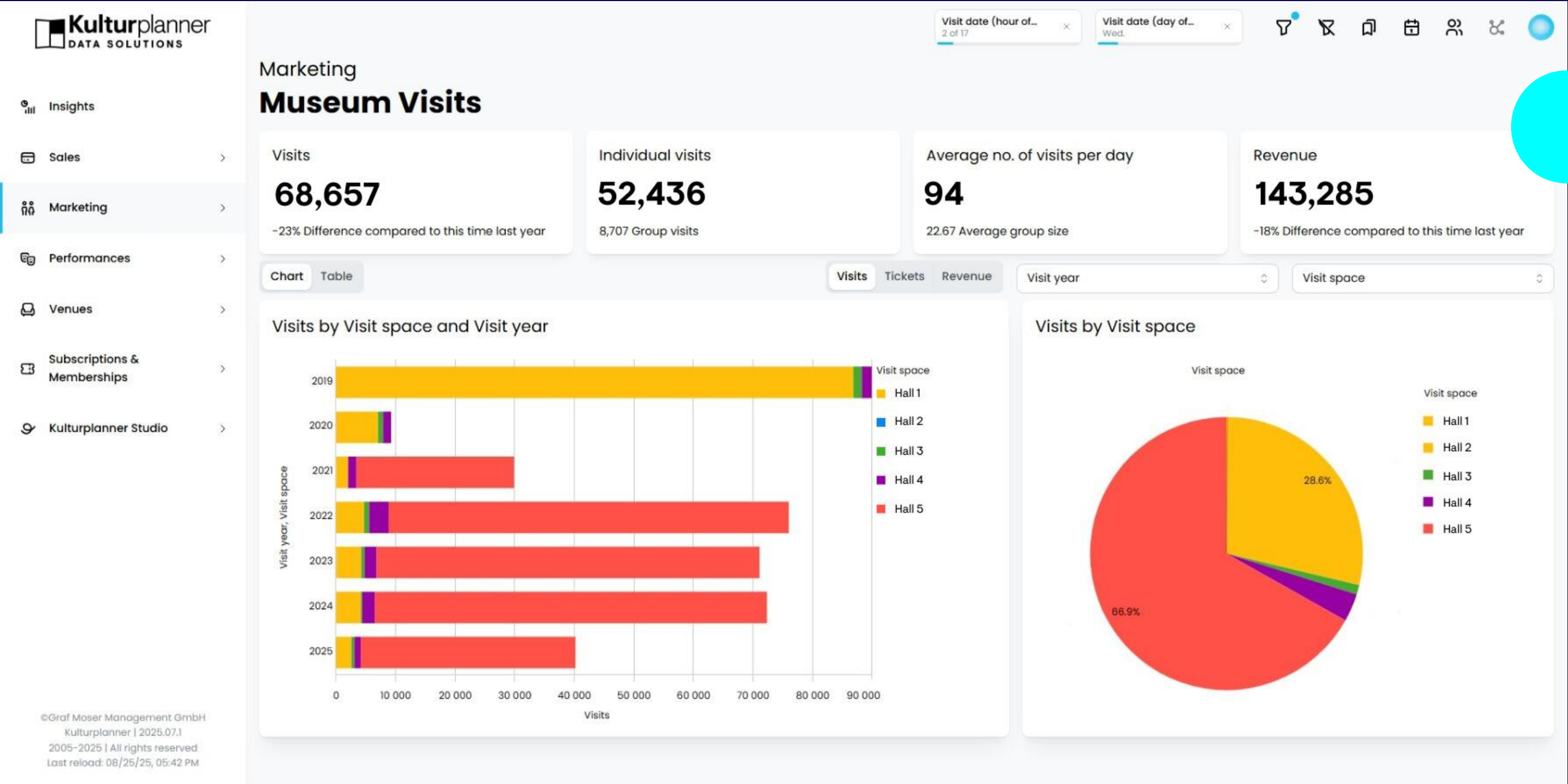
3

REPORTING

Daily, **automated reports** can be sent directly to stakeholders by email - quickly and efficiently.

CLEAR VISUALISATION

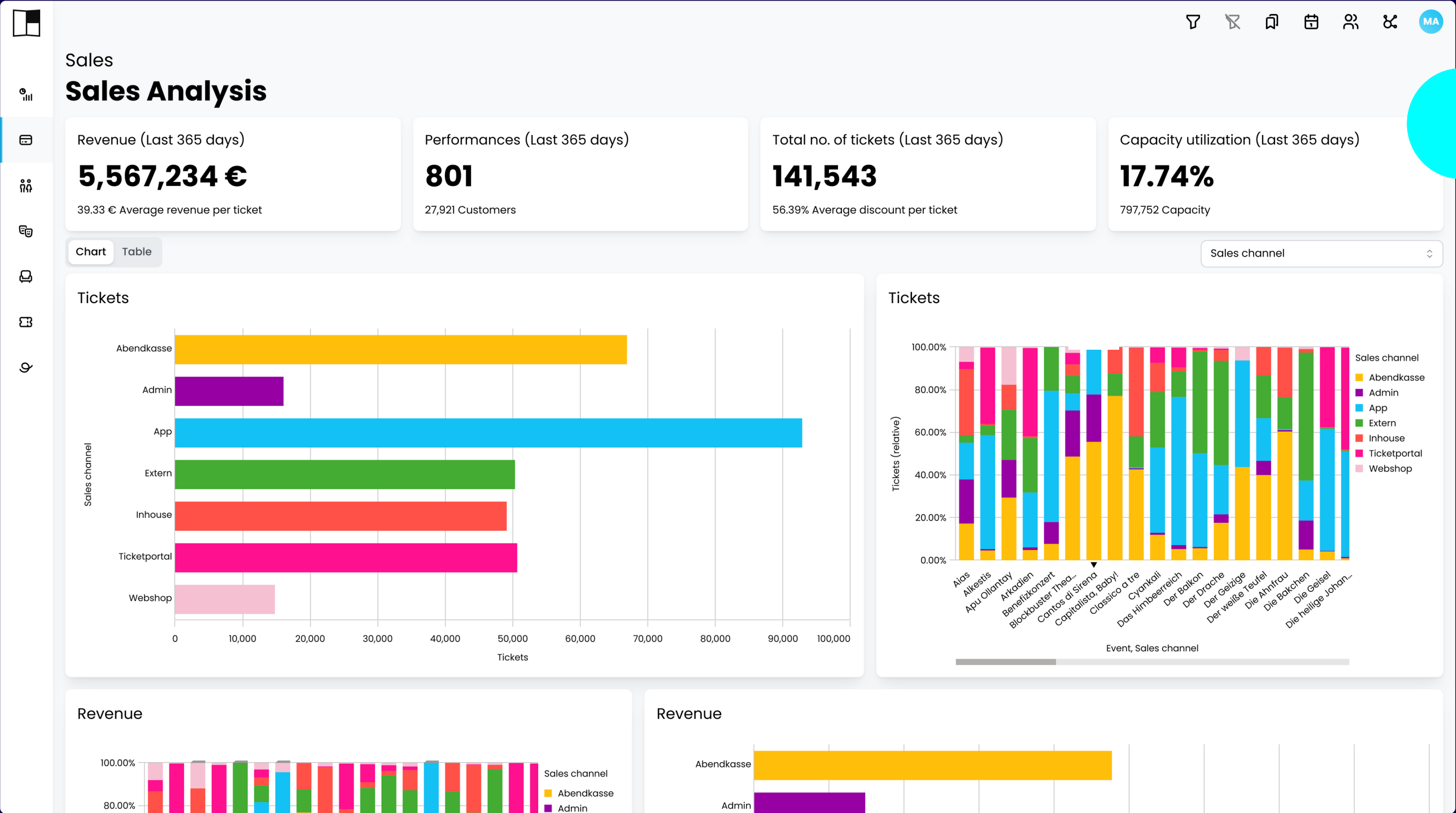
AND EASE OF USE



MUSEUM
VISITS

CLEAR VISUALISATION

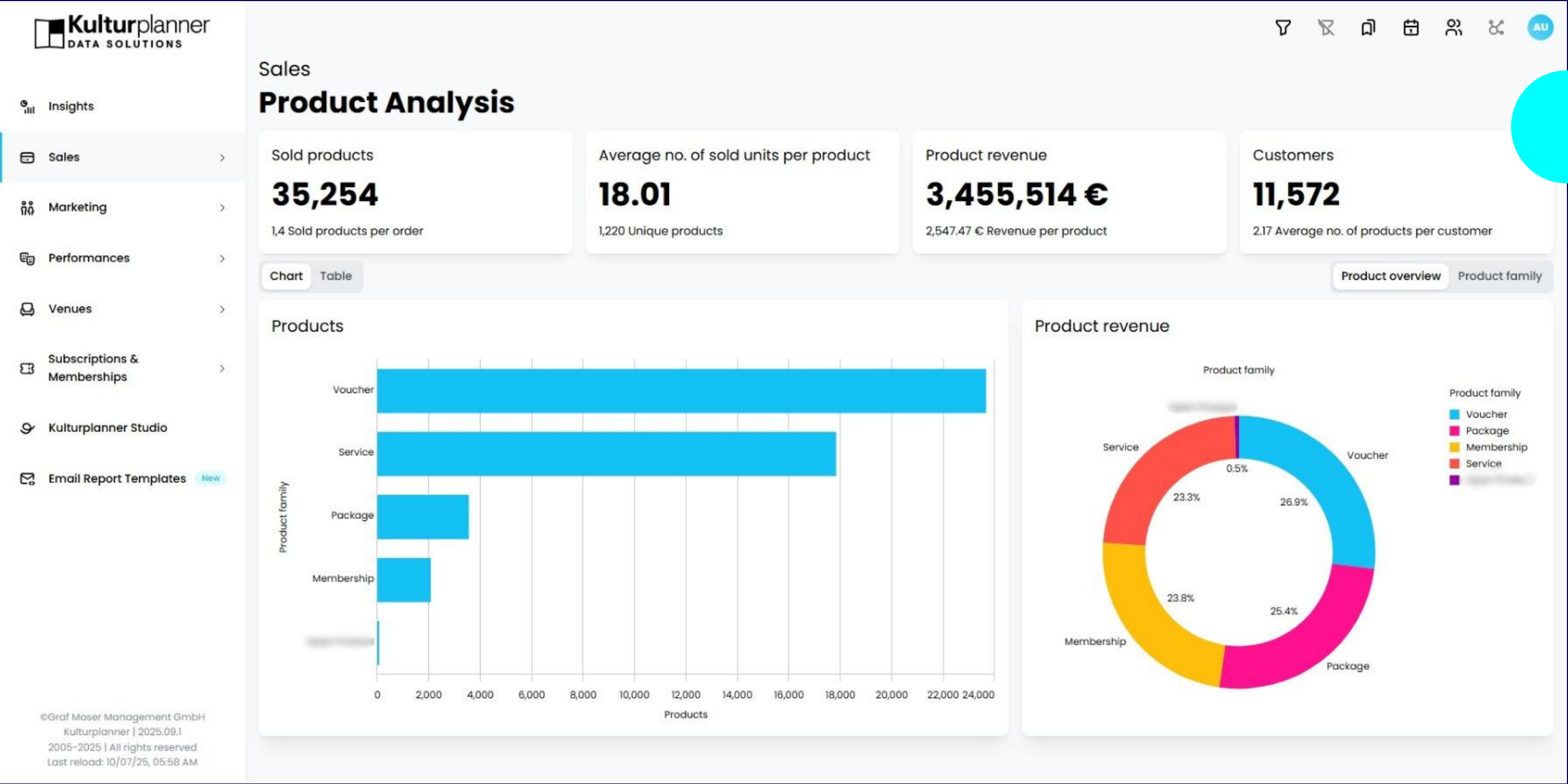
AND EASE OF USE



SALES
ANALYSIS

CLEAR VISUALISATION

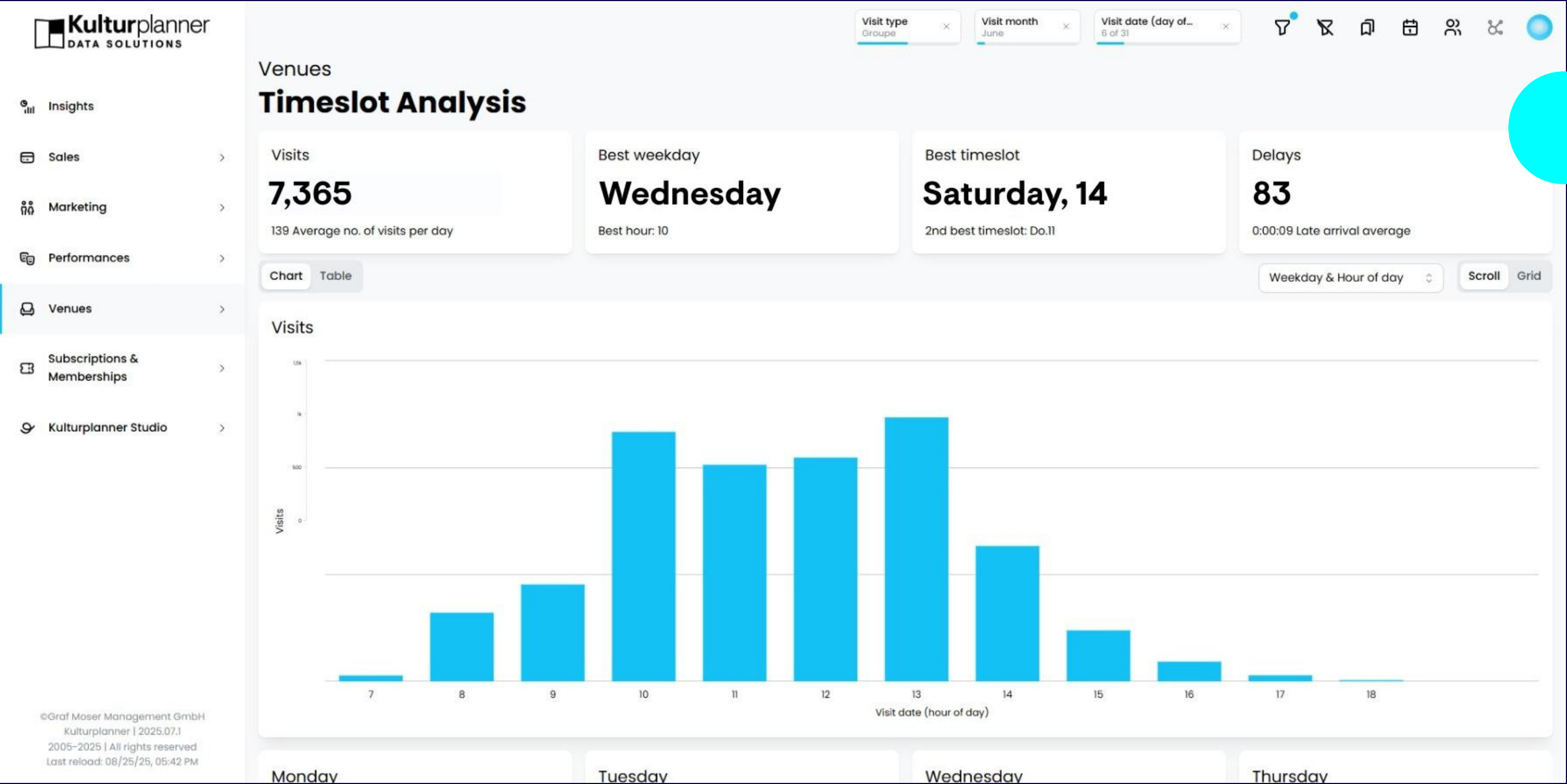
AND EASE OF USE



**PRODUCT
ANALYSIS**

IN-DEPTH ANALYSIS

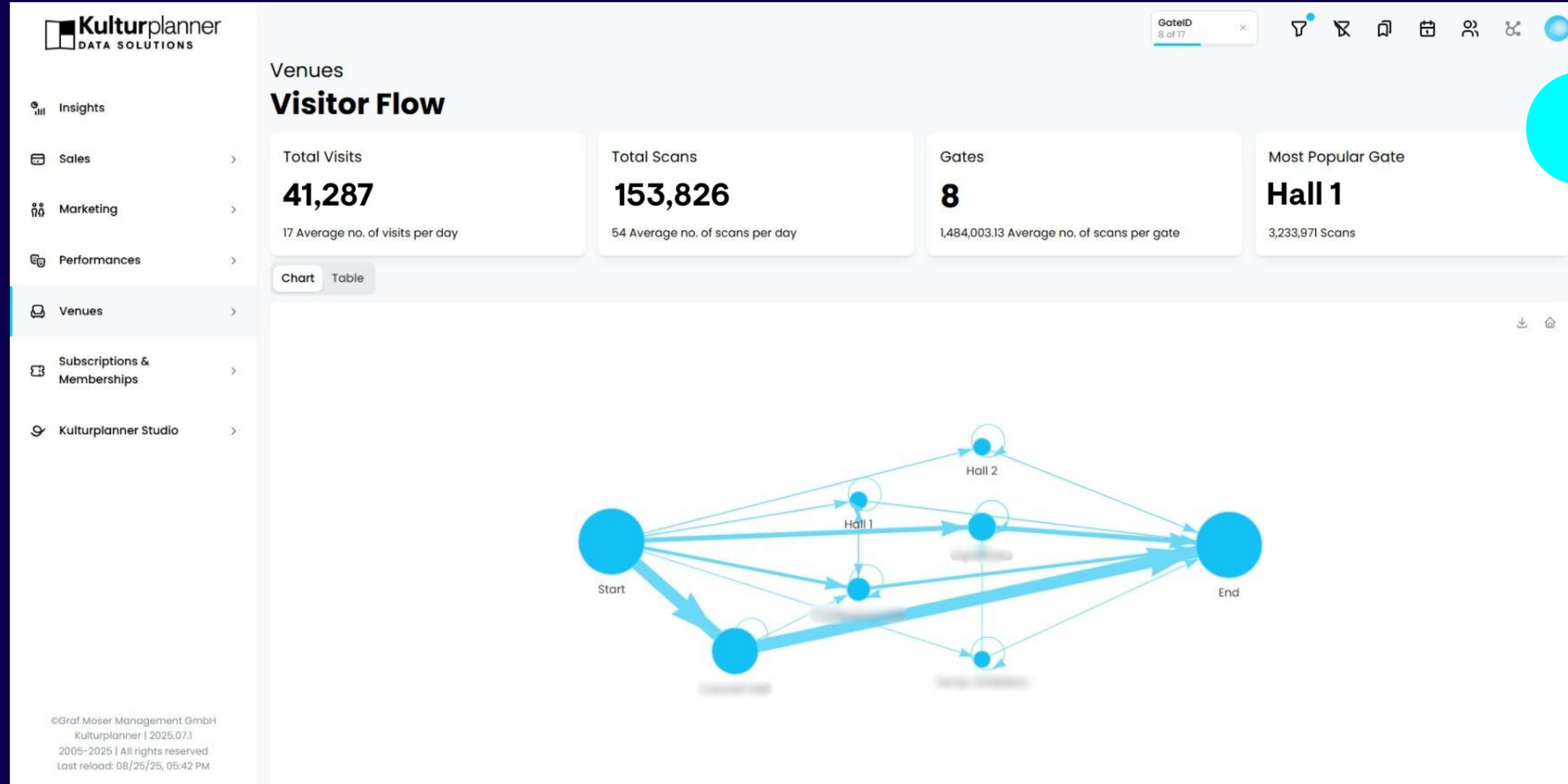
WITH EXTENSIVE FILTER OPTIONS



**TIMESLOT
ANALYSIS**

IN-DEPTH ANALYSIS

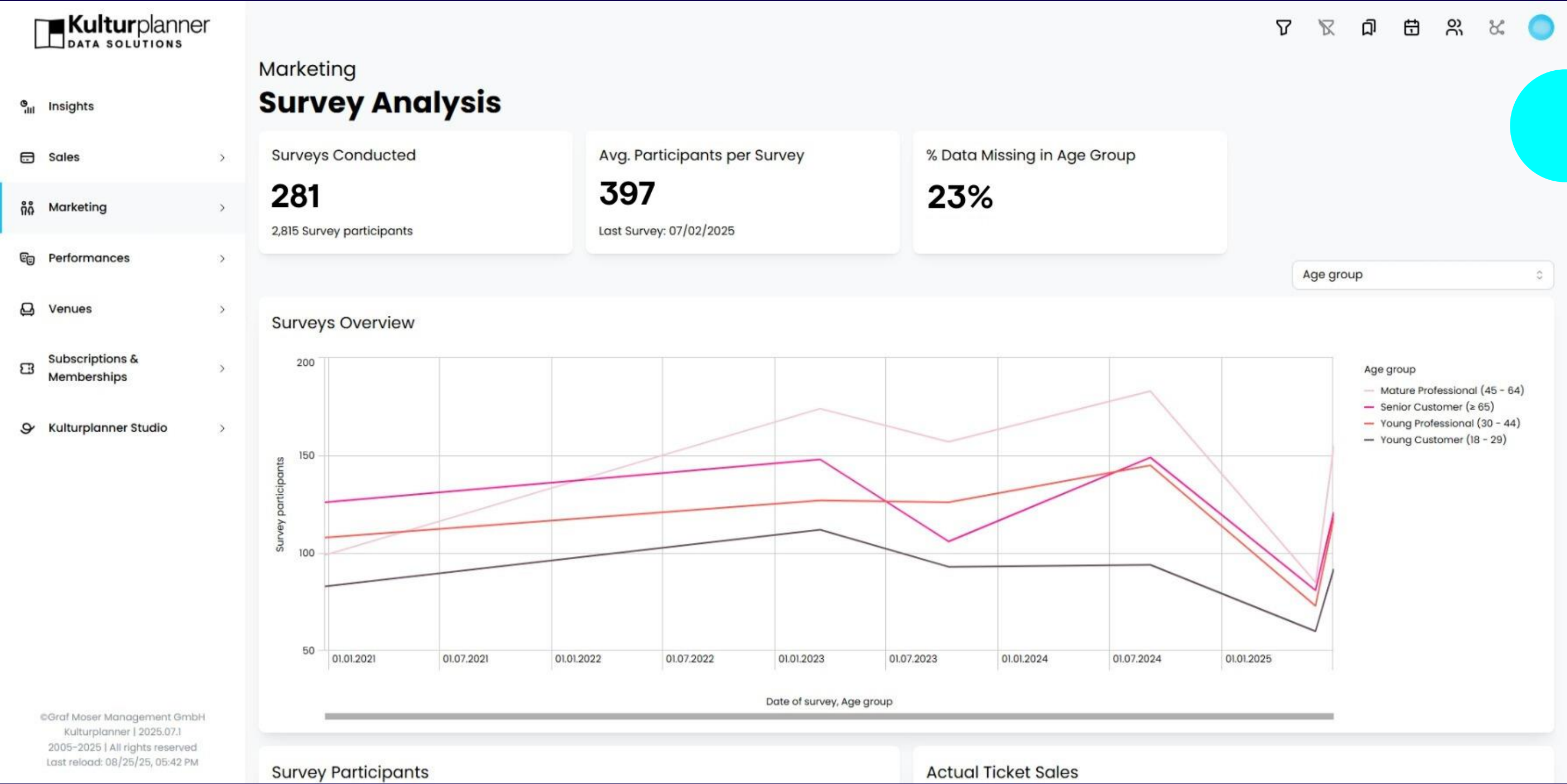
WITH EXTENSIVE FILTER OPTIONS



**VISITOR
FLOW
ANALYSIS**

IN-DEPTH ANALYSIS

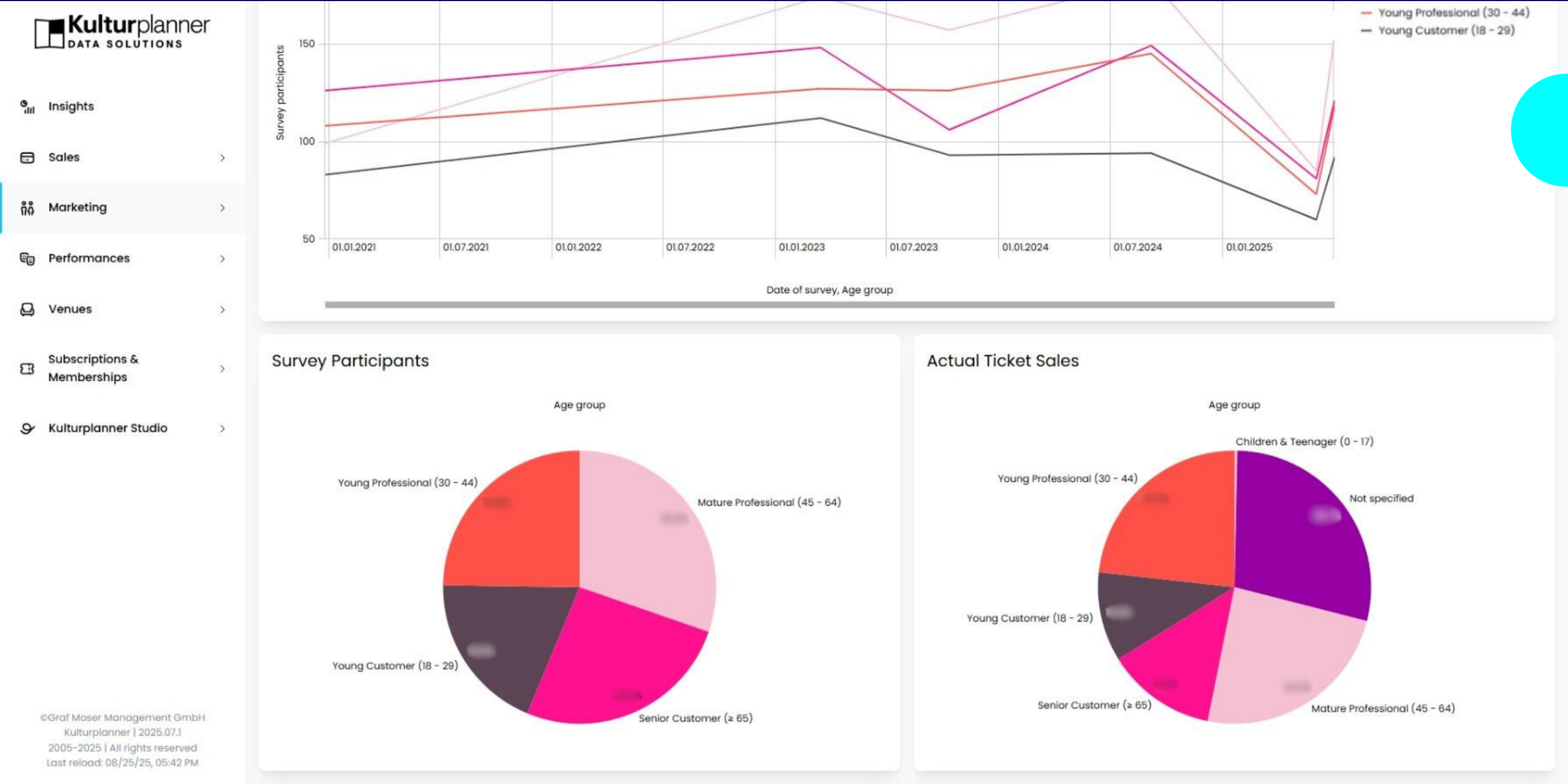
WITH EXTENSIVE FILTER OPTIONS



**SURVEY
ANALYSIS**

IN-DEPTH ANALYSIS

WITH EXTENSIVE FILTER OPTIONS



**SURVEY
ANALYSIS**

AUTOMATED REPORTING

BY E-MAIL DIRECTLY TO YOUR INBOX

September 2024

Hauptsaal

Mi. 18.09.2024 20:00	Peer Gynt	Tickets	Abotickets	Frei	Belegung	Umsatz Brutto	Finanzielle Auslastung	Umsatz pro Ticket	Rabatt pro Ticket
		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	Pippi 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%

AUTOM.
REPORT
DISPATCH

CUSTOMER SEGMENTATION

YOUR 360° VIEW
OF YOUR CUSTOMERS

01

SELECTION OF CUSTOMERS

Select targeted customers according to **criteria such as purchasing behaviour, interests or demographics** - for a more precise approach and greater campaign success.

02

AUTOMATED SEGMENTATION

Use **intelligent algorithms** to divide your customers into relevant target groups based on established scoring methods. **Automatic updates** ensure that your target groups are always up to date and adapt dynamically to new data.

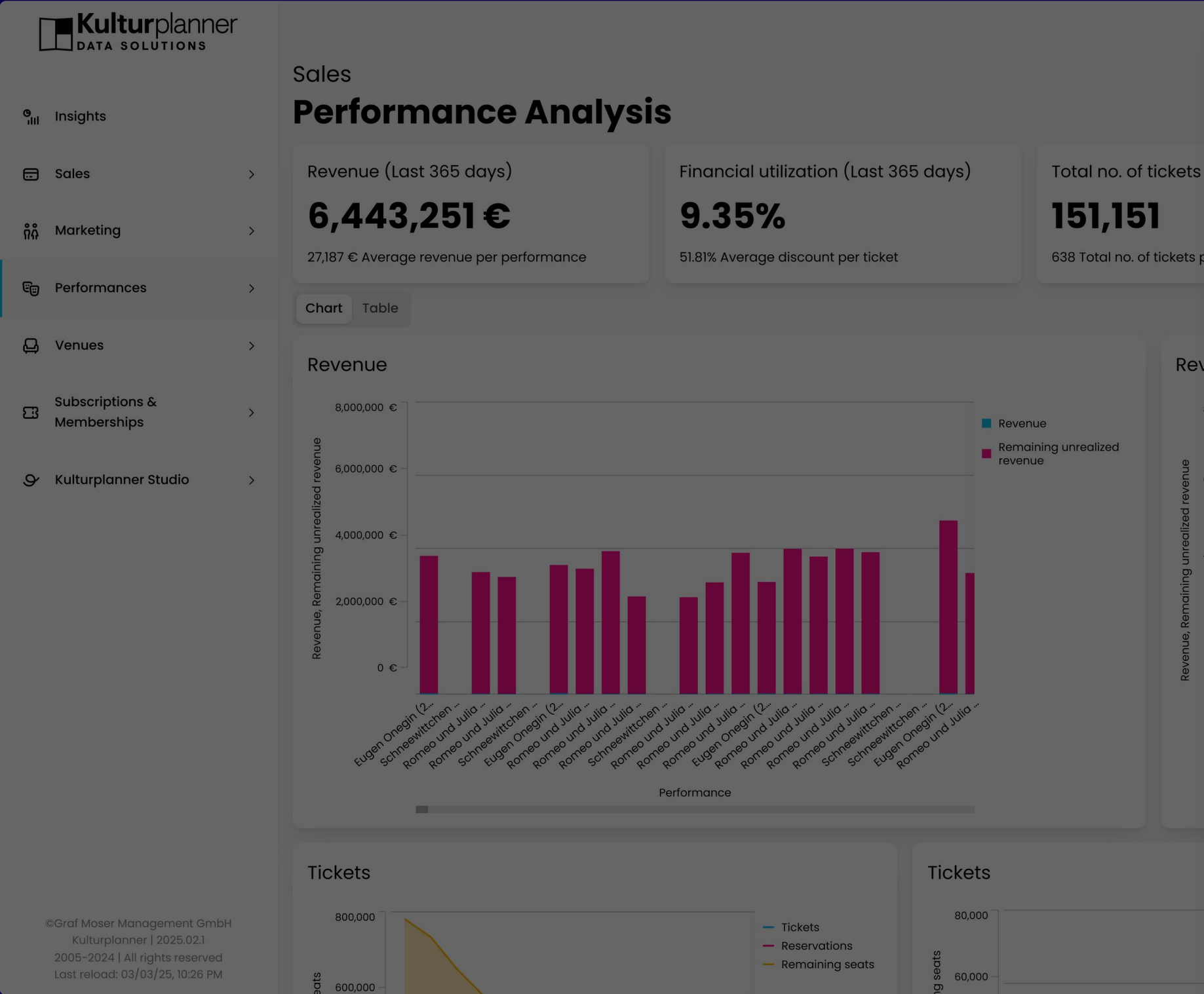
03

SEGMENT TRANSMISSION & CAMPAIGN MEASUREMENT

Transfer target groups directly into your CRM system or mailing tool to **automate your processes**. Your campaign data can then be **analysed** in the Kulturplanner.

EASY CUSTOMER SELECTION

WITH OUR CUSTOMER MENU



The 'Customer Menu' configurator allows users to generate a selection of customers based on specific criteria. It includes a 'Generate selection' button and a 'Select customers' toggle. The configurator is divided into sections for 'Include' and 'Exclude' criteria, each with a 'Field' dropdown and a 'Value' input field. The 'Include' section currently shows 'Birth month' and 'Genre' as selected fields. The 'Exclude' section shows 'Age group' as a selected field. The interface also includes 'Add' and 'Reset' buttons for managing the selection criteria.

Customer Menu

Generate selection This may take a few moments

☐ Select customers

Configurator

Include

Field * Birth month

Birth month One value selected

and or

Include

Field * Genre

Genre One value selected

and or

Exclude

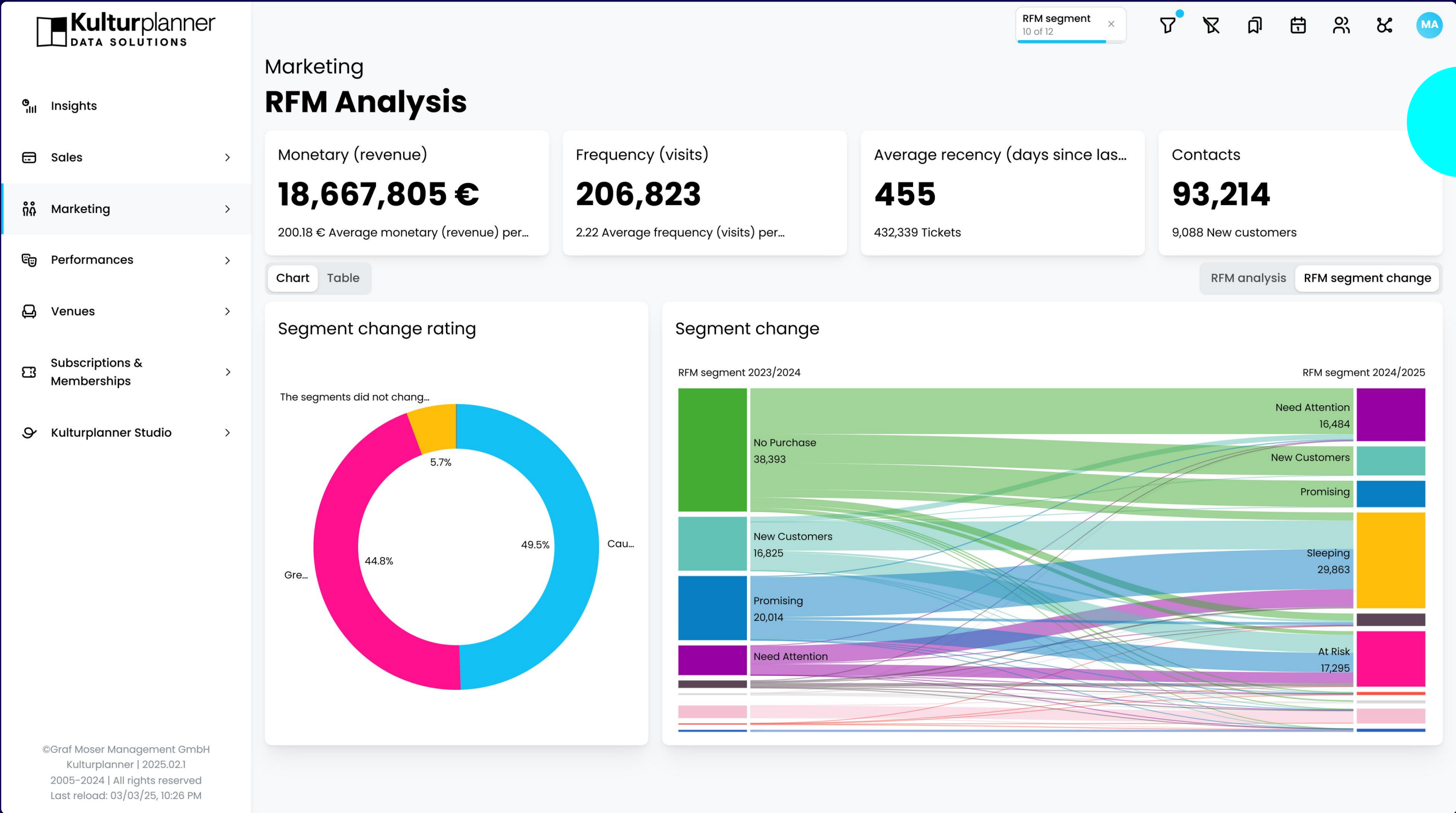
Field * Age group

Age group One value selected

CUSTOMER
MENU

AUTOMATED SEGMENTATION

THROUGH OUT-OF-THE-BOX ANALYSIS



RFM
ANALYSIS

DATA INTEGRATION & SYNCHRONISATION

**YOUR DATA UP TO DATE –
ALWAYS AND EVERYWHERE.**

01

INTEGRATION OF DIFFERENT DATA SOURCES

Our BI tool offers **standard interfaces for the seamless integration of various data sources**, such as ticketing, CRM or scheduling systems. Your data is **consolidated**, processed and visualised for you.

02

SYNCHRONISATION OF YOUR DATA

Automatic synchronisation keeps your data **consistent and up-to-date across your systems**, so you can keep an eye on customer interactions and data at all times without manual effort.

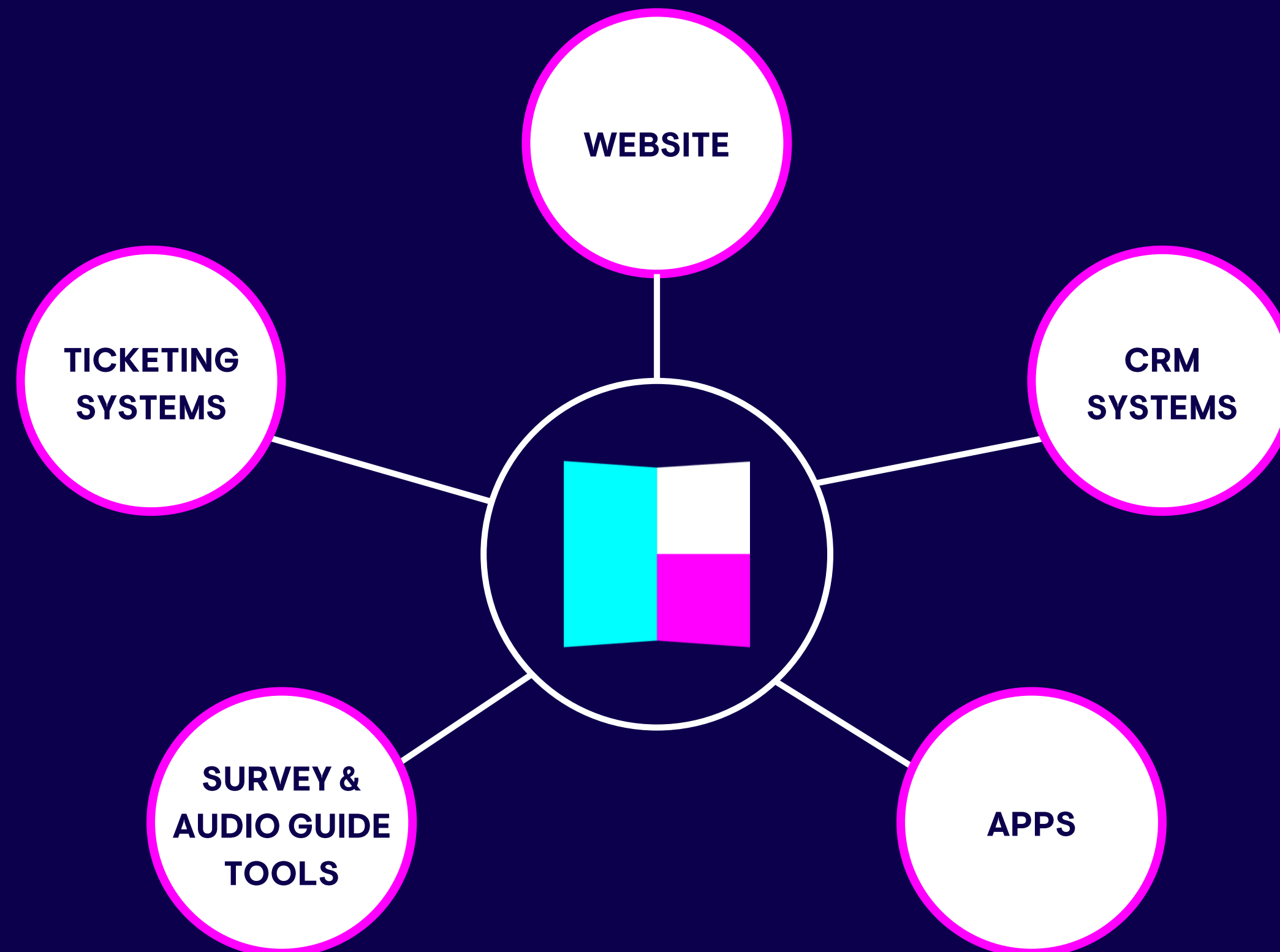
03

DEVELOPMENT OF YOUR SYSTEM LANDSCAPE

Using our solution enables you to set up a **sustainable and future-proof system landscape**. This means that the introduction of additional systems or a switch to other systems, such as a new ticketing or CRM system, can be implemented quickly and easily.

YOUR DATA WAREHOUSE

UNCOMPLICATED SYSTEM CONNECTION AND CHANGE



YOUR BENEFITS



ALL-IN-ONE SOLUTION

Everything from a single source:

A well-designed interface that covers all your requirements - **no additional projects or contact partners** required.



RISK & COST REDUCTION

Our standard interfaces **minimise the risk of one-off developments** and reduce your costs by giving you access to proven solutions that can be implemented directly.



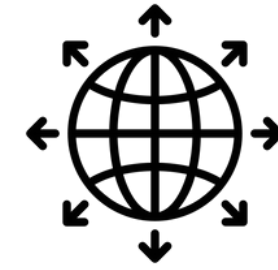
MAINTAINANCE & FURTHER DEVELOPMENT INCLUDED

Our interfaces are **regularly** maintained and **further developed**. You don't just buy a product, you receive **continuous updates and improvements**.



DATA SECURITY AT THE HIGHEST LEVEL

We guarantee the security of your data **with servers in Germany** and **strict compliance with the GDPR** to ensure the protection and integrity of your information.



FLEXIBLE EXTENSIONS POSSIBLE

Our standard interfaces **enable simple and flexible extensions** so that you can integrate or change new systems at any time.

A SELECTION OF OUR CUSTOMERS

AS MARKET LEADER IN THE DACH MARKET

luzerner
theater



T-O-G OÖ THEATER UND
ORCHESTER GMBH



ELBPHILHARMONIE
HAMBURG

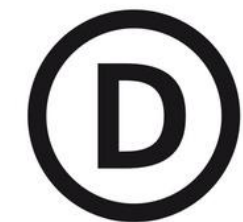
Deutsches
Theater

WIENER
STAATSOOPER

BURG

OPERNHAUS
ZÜRICH

Staatsoper
Hamburg



Deutsches
Schauspielhaus
Hamburg

BÜHNEN KÖLN



PIERRE BOULEZ
SAAL

LUCERNE
FESTIVAL



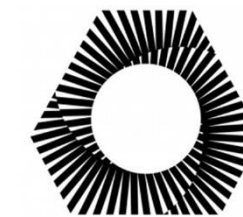
DEUTSCHE OPER AM RHEIN
DÜSSELDORF DUISBURG



Semperoper
Dresden



Theater
Regensburg



Dresdner
Philharmonie

Konzert
und
Theater
St.Gallen



KULTUR
HÄUSER



BÜHNEN BERN



WITH KULTURPLANNER



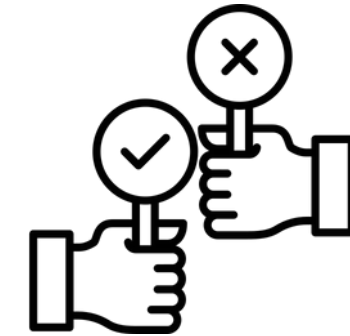
YOU INCREASE REVENUE & VISITOR NUMBERS

Use in-depth insights into ticketing and CRM data as well as automated target group segmentation to place **relevant offers at the right time.**



YOU INCREASE CAPACITY UTILISATION & CUSTOMER SATISFACTION

Personalised communication based on interests and booking behaviour ensures greater customer loyalty and helps to optimally utilise your offers.



YOU MAKE WELL-FOUNDED DECISIONS

Automated dashboards and customisable reports provide you with a **precise, fact-based basis for decision-making** - even without in-depth data expertise.

WITH KULTURPLANNER



YOU INCREASE THE EFFICIENCY OF YOUR TEAM

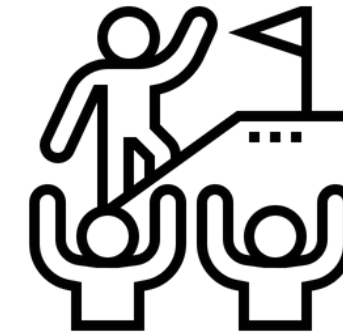
Routine tasks such as data preparation are no longer necessary.

Teams save time and can concentrate on strategic initiatives – with **centralised and synchronised data**.



YOU GET A 360° VIEW OF YOUR CUSTOMERS

The integration of ticketing and CRM data creates a **complete customer picture**. This allows you to promote targeted communication, improve the customer experience and increase loyalty.



YOU GET A COMPETITIVE ADVANTAGE

Identify **market trends** at an early stage and optimise your offering proactively – with data-based strategies that make your cultural institution **future-proof**.

CUSTOMER TESTIMONIALS

The investment has more than paid off. Instead of numerous Excel lists, we now have a data warehouse with which we can work seriously and sustainably - and all departments together - which ultimately saves us resources that can be channelled more into content-related work.

Tom Till
THALIA THEATER

I have enjoyed working with Kulturplanner for many years. For me, Kulturplanner is the biscuit with my first espresso in the morning when I look at the figures from the previous day. Ticketing, financial and scheduling data - all in the daily report - prepared in my inbox.

Thomas Königstorfer
OÖ THEATER UND ORCHESTER GMBH

The bidirectional synchronisation of the data enables efficient customer data maintenance for the entire theatre, away from countless Excel sheets.

Franziska Pinkert
THEATER BASEL



CONTACT

LET'S TALK!

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Book your demo here