



CASE STUDY

Yu Theatre Queen's University

Boosts ticket sales by leveraging ExperienceStream feedback

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The Yu Theatre at Queen's University offers contemporary Chinese productions to students and residents of Kingston, Ontario.

On a recent Thursday the theatre had a preview show which was followed by two shows on each of Friday and Saturday. At the conclusion of the play, audience members were invited to tap their feedback on an ExperienceStream kiosk located in the theatre lobby.

Leveraging outstanding feedback on social media

About 74 percent of attendees who responded on ExperienceStream rated the preview show as excellent, says Billy Guo, producer and director of the Junior Series.

The theatre leveraged this outstanding feedback from the preview by posting it on social media and inviting people to attend the subsequent shows.

The result

As a result, Yu Theatre attracted 200 people in total over the weekend.

ExperienceStream also allowed the production company to track which marketing techniques were most effective. One of the questions asked whether attendees had learned about the show through WeChat (Chinese social media), Facebook or by other means.

Audience members were intrigued by ExperienceStream and eager to try it. More than half the attendees responded, giving their feedback about the overall performance, lighting, singing and the pace of the show.

Testimonial

“ExperienceStream helped us to sell more tickets because online readers saw that the audience loved the preview,”

The members of the production company were happy too: “They found it encouraging to see the result and to know that the audience liked the production,”

Billy Guo
Director, Yu Theatre Company

