

**Jouw tips in  
2024-2025**



Moord in Bistro de Luif  
The Analogues  
SONJA



## CASE STUDY: MAASPOORT

### SUMMARY

Half of Maaspoort's ticket sales take place in advance, with the magazine being an important marketing factor. Instead of individualizing it and thus discouraging exploration and discovery, Maaspoort decided to produce a hyper-individualized magazine cover that includes personal recommendations for each recipient.

### STARTING POINT

Maaspoort holds extensive data on customer purchasing behavior, which was to be used to personalize the cover page in order to make the magazine, being the most important element of print communication, even more effective. This required a particularly lean and cost-efficient implementation, as the novelty of the concept meant that there was no indication of its success and profitability. In addition, the volume of the project was too small to be handled economically in any other way.

### PROJECT PARTNERS



Maaspoort Theater & Events is the cultural heart of Venlo, representing the region's creative diversity with a varied program of theater performances, concerts, and events, and serving as a place of discovery and inspiration.

### Canon


Canon is a leading company in industrial printing, offering innovative solutions for professional printing applications, distinguished by its advanced technology and high print quality.

## THE SOLUTION WITH AUTLAY

Upon registering with AutLay, Maaspoort quickly was able to find its way around the solution, even without prior knowledge of programmatic print. First, basic design and individualisation features are defined. Maaspoort uploads customer data to the platform via Excel and CSV files and creates advertising material directly in the solution. The individualization of the advertising material is fully automated, which allows for even small print runs to remain economically efficient. If required, AutLay provides support with data preparation to ensure an even smoother implementation.

The result is convincing: The customer is reminded of their favorite event from the last season, before similar events are recommended, building on the positive sentiment created.

Afzender: Maaspoort, Oude Markt 30, 5911 HH VENLO

Port Betaald 

# maaspoort

magazine

## van Peter

Theaterprogramma  
2024-2025

Jouw tips in  
2024-2025

Moord in Bistro de Luif  
The Analogues  
SONJA  
Het Nationale Theater

De heer  
Peter Lastname  
Default street 1  
12345 Default city








maaspoort

### Jij bent een echte ervaringszoeker

Sef Thissen en diverse gastsolisten maakte jou het meest gelukkig

'Het was geweldig'

Het nieuwe theaterseizoen heeft weer veel moois om te ontdekken. Dit zijn tips speciaal voor jou.

 <p><b>Het Nationale Theater</b> VR 1 NOV Toneel</p>	 <p><b>Moord in Bistro de Luif</b> MA 9 DEC Events</p>	 <p><b>Moord in Bistro de Luif</b> MA 16 SEPT Events</p>	 <p><b>The Story of Travis   Succesreprise</b> DI 7 JAN Toneel</p>
 <p><b>SONJA</b> VR 25 APR Toneel</p>	 <p><b>The Analogues</b> ZA 7 SEPT Muziek</p>	 <p><b>Prins S. en de Geit</b> DI 4 FEB Muziek</p>	<p><b>Family &amp; Friends korting</b></p> <p>Krijg tot 1 september € 2 korting per ticket bij de meeste voorstellingen met de code:</p> <p><b>VBKMF24</b></p>

Start kaartverkoop 2024 | 2025

Vrienden van Maaspoort: di 28 mei 10.00 uur  
Abbonementhouders: vr 31 mei 18.00 uur  
Vrije verkoop: di 4 juni 16.00 uur

Reserveer je 4 voorstellingen of meer, dan ben je abbonementhouder en krijg je tot 1 september automatisch € 2 vroegboekkorting.

1. First name
2. Overview of individual recommendations for the coming season
3. Address information of the customer

4. Persona based on purchase history
5. Image of the show that received the customer's best rating
6. Name of the show and quote from the customer's review
7. Individual recommendations for the coming season based on past visits

## OUTCOMES

**105%  
increase**  
in total turnover

**84%  
increase**  
in conversion rate  
despite lower number of  
total recipients

**47%  
increase**  
in basket size

**almost half**  
of all customers bought  
from their  
recommendations

The catalog campaign presented here, featuring a highly personalized cover, far outperformed the results of the previous year's campaign, which used a generic cover. As an additional comparison, the purchasing behavior of existing and new customers who did not receive a catalog was analyzed alongside the campaign data: the performance of this group had even worsened compared to the previous year.

Despite the fact that only seven events each were highlighted from the extensive overall catalogue, nearly half of all customers booked tickets for their personalized suggestions. This demonstrates the significance of the recommendations for the recipients.

*„How can we use our data to surprise people by mail? Can we remind every guest of their best experiences with Maaspoort? And can we also curate a selection from the more than 200 performances that is individually tailored to each guest? Thanks to AutLay, all these things were possible!”*

**– Linda Keijzers-van Vegchel, Marketing Manager, Maaspoort**

## OUTLOOK

Maaspoort developed and implemented a personalization strategy for 2024 and evaluated the effectiveness of personalized print mailings with event suggestions tailored to individual customers. Since the results were convincing in every aspect, programmatic print will become an integral part of the communication strategy in the future. We are thrilled to support Maaspoort as a technology provider and sparring partner in the implementation of further innovative print initiatives.

 **AutLay**  
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**Want to work with AutLay?**

**Contact us or talk to your print  
service provider!**

**AutLay for PSPs**