WARNER MUSIC

StoryPorts Case Study
Warner Music Group Tour Automation

Warner Music Group tracks 95% efficiency and 300% engagement lift by combining StoryPorts and Salesforce Marketing Cloud to deliver GeoTargeted concert notifications.

Background

With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Big Beat, Canvasback, East West, Elektra, Erato, FFRR, Fueled by Ramen, Nonesuch, Parlophone, Reprise, Rhino, Roadrunner, Sire, Warner Bros., Warner Classics, and Warner Music Nashville, as well as Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

Warner Music Group's Consumer Sales & Marketing team oversees centralized web, commerce, analytics, and marketing platforms while managing thousands of email campaigns for hundreds of artists per year across multiple territories, languages, and stakeholders on Salesforce Marketing Cloud. The operational challenges of such scale are compounded by the fact that many messages require dedicated client approval and feedback in advance of launch.

StoryPorts is a content listening and syndication platform and an original Marketing Cloud HubExchange partner. By helping organizations easily connect to any content on the web and automatically triggering contextual messaging and Customer Journeys into Marketing Cloud, StoryPorts helps organizations save 95% of the time to create brilliant 1:1 campaigns while increasing engagement and delivering highly relevant, beautifully designed messages.

Challenges

Throughout the musical artist's career, touring and live concerts are both a major revenue generator, as well as a viral marketing tactic to engage existing fans and gain new fans while selling music and merchandise along the way. The typical marketing strategy for a tour includes a combination of PR, print, radio and digital marketing. Increasingly, email marketing has proven to be one of the most effective, high converting and efficient channels to drive concert attendance.

The average tour scales at 30 sequential concert dates in different cities and countries worldwide. The operational challenges around direct marketing concert tours traditionally are so complex that most tours across the industry get treated with one-time batch and blast messages that display a plain text list of all tour dates. In addition, data shows that almost 50% of all tickets worldwide go unsold with the most common reason being, "I didn't know."

Understanding these challenges and committed to helping drive the entire lifecycle of fan engagement, Warner Music Group's CRM team started exploring a robust, scalable and cost-efficient system to manage concert tour marketing.
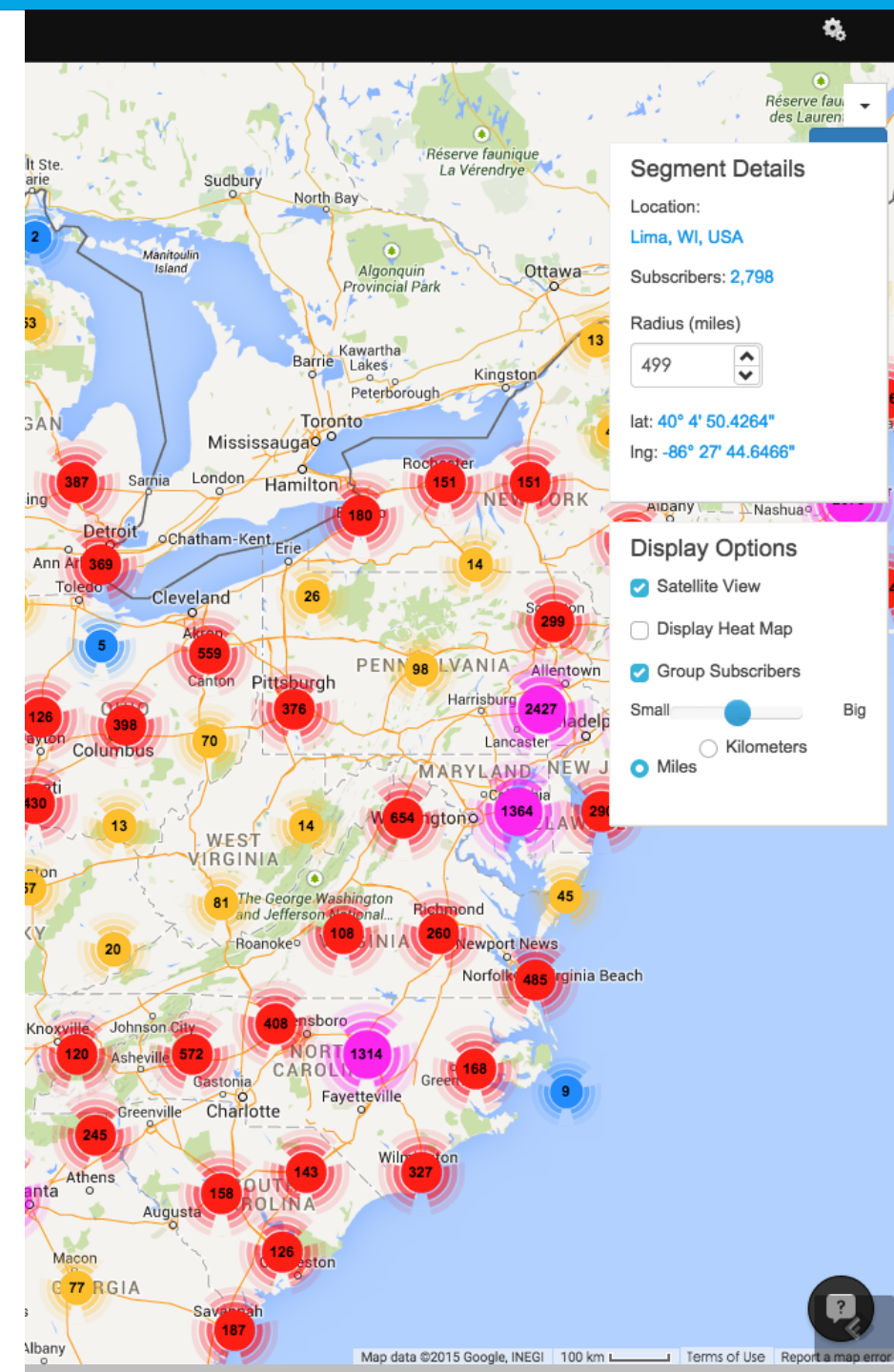
Challenges (cont.)

The main challenges that Warner Music Group identified were:

Content Relevance - Creating a different message for each tour date and managing stakeholder approvals is massively time-consuming.

Timing Relevance - Managing the time of message arrival is challenging as the best results happen when fans get notified within a week of the event happening near them.

Geographic Relevance - Segmenting and targeting subscribers geographically can be complicated as market sizes differ, available geo-databases can require normalization and enhancements, and the distances fans are willing to travel to see their favorite artists vary.

Always Current Content - The web happens in real-time, and increasingly, fans expect ancillary content like Instagram feeds, eCommerce sales, and YouTube videos to be up to date with the latest and greatest.

Solution

Warner Music Group was able to tackle these challenges by integrating two powerful partners, Salesforce Marketing Cloud and StoryPorts. Combining the power of Marketing Cloud's Customer Journey automation and fan-base targeting with StoryPorts's content radar listening engine, WMG is now able to deliver geographically relevant, time-aware 1:1 artist branded concert notifications for hundreds of artists across full national tours with minimum setup or management.

In addition, StoryPorts approval workflow has proven to be invaluable to letting stakeholders accept or reject emails with two clicks before they are sent publicly.
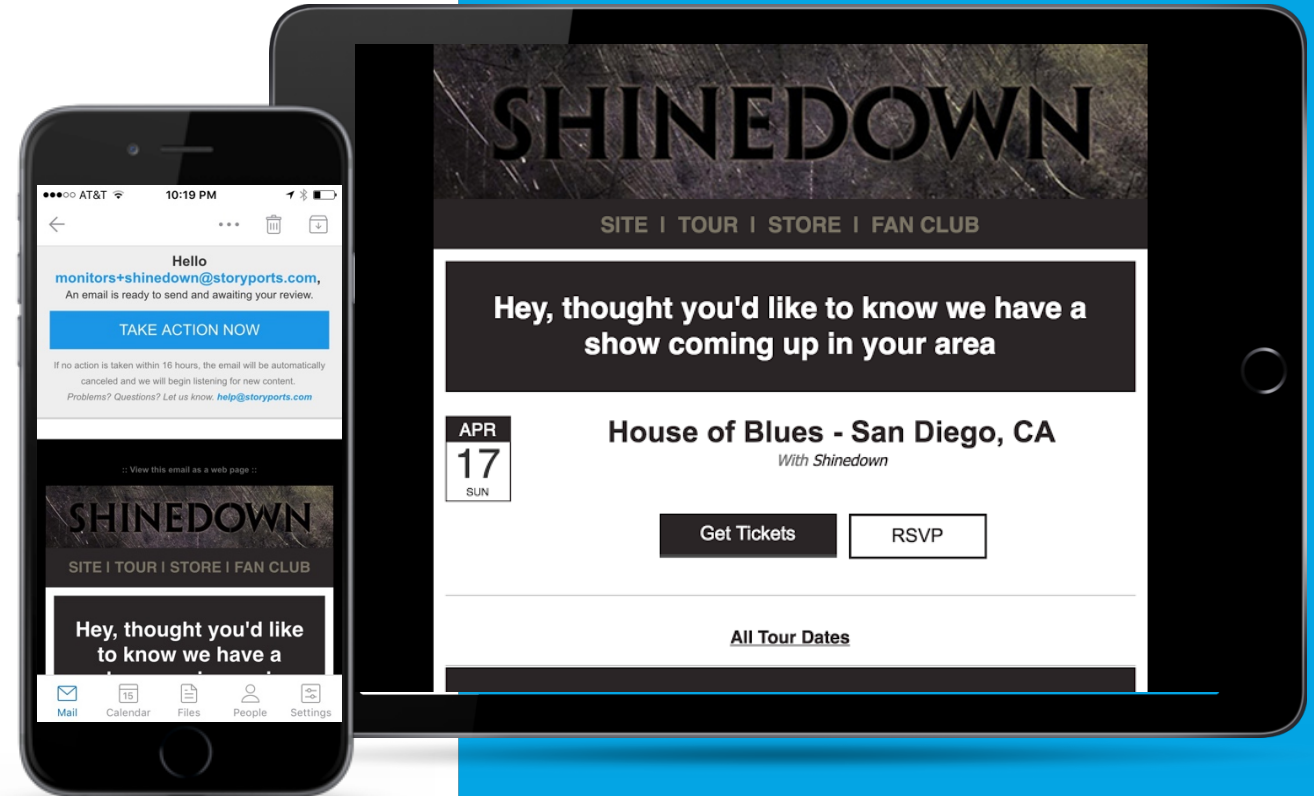
Solution (cont.)

Here's how it works…

| Easy Set Up	Relevant Content	Smart Processing
• Tour dates and ticketing links are powered by Bands In Town artist API	• Each email only targets fans in the upcoming show's geo-market and includes respective show's details (Broader targeting than City but narrower than State and crosses state borders where appropriate)	• Emails are built and sent automatically, 10 days in advance of each show date (advance time period flexible)
• There is flexibility in design to include branded colors, fonts, logos, images, and styles unique to every artist	• Emails can include real-time social posts, native artist store smart blocks, or an artist Spotify playlist to listen to before the show	• There is automated engagement reporting across all emails sent for a tour
• Set it and forget it. Program is configured once in advance to run across a full US tour	• There is an optional layer of no login, one-click approval for stakeholders	• Advanced progressive profiling campaigns help increase geo-data, in order to be able to maximize audience reach for the program

Results

95% Efficiency and 300% Engagement Lift
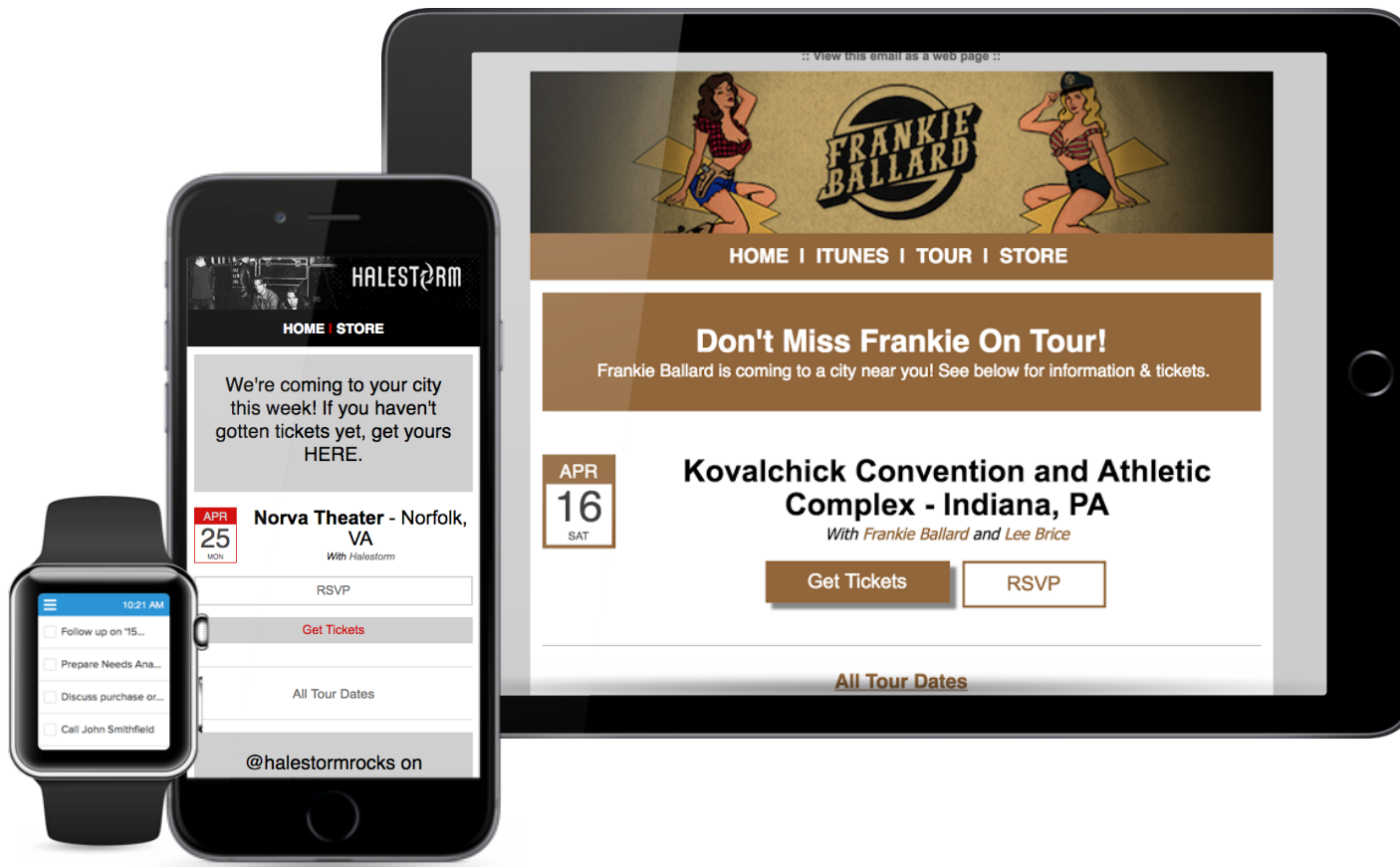
Fans are up to **200% more likely to open** an email

Fans are up to **300% more likely to click** through to ticket purchase destination
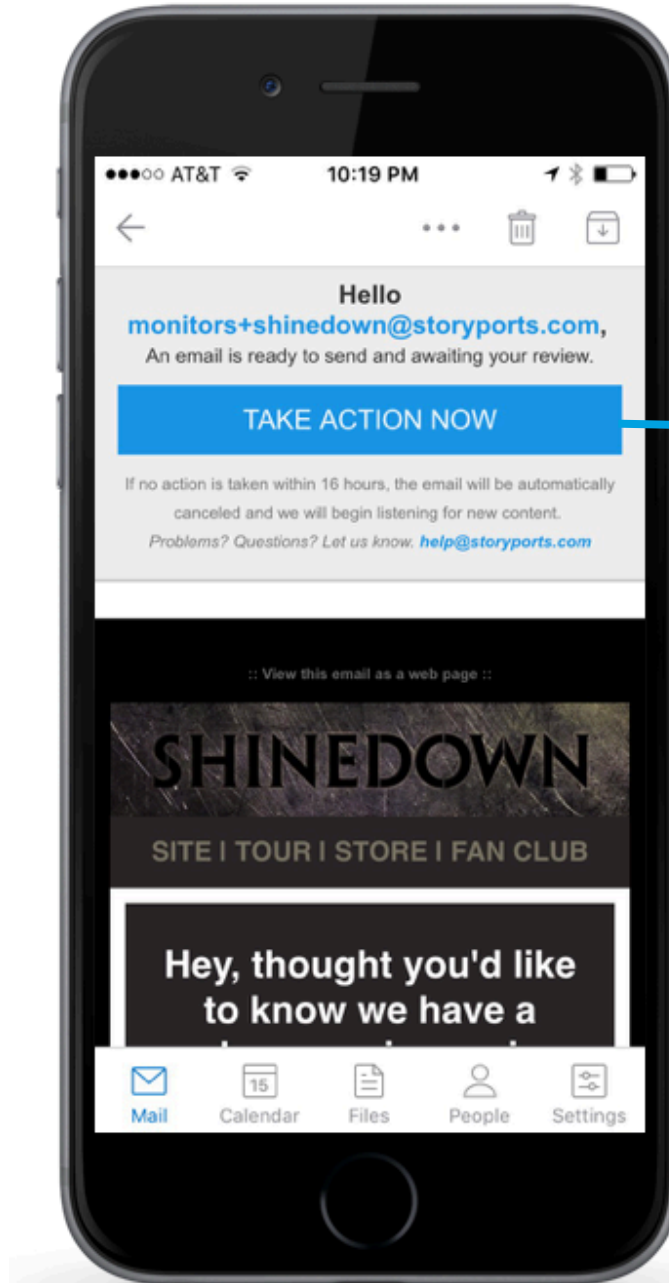
Hundreds of hours are saved monthly across the organization in creating and approving emails

There is **increased traffic to social and eCommerce** channels using real-time smart blocks in emails

There is the capability of **scaling costs and management resources** across hundreds of artist tours

Closer Look

Two Click Approvals

Stakeholders can get a preview by email when an alert is ready to send. With two clicks from any device, they can approve or reject the message.

Closer Look
Real-Time Content

Every message is custom branded and unique

Concert data provided by Bands in Town API. Clear calls to action to buy tickets, share to social, or RSVP.

Real-time, always current content from Facebook, Instagram, Wordpress, or eCommerce

FRANKIE BALLARD

HOME | ITUNES | TOUR | STORE

Don't Miss Frankie On Tour!
Frankie Ballard is coming to a city near you! See below for information & tickets.

APR
16
SAT

Kovalchick Convention and Athletic Complex - Indiana, PA
With *Frankie Ballard* and *Lee Brice*

Get Tickets | RSVP

All Tour Dates

@FrankieBallard on Instagram

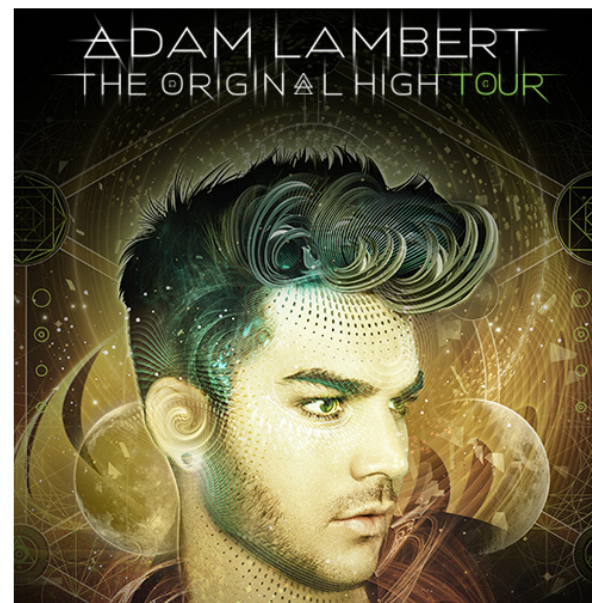## THE ORIGINAL HIGH TOUR IS COMING TO YOUR CITY SOON!

APR
03
SUN

Orpheum Theatre - Los Angeles, CA
With *Adam Lambert* and *Alex Newell*

GET TICKETS | RSVP

For more tour dates visit **AdamOfficial.com**

ADAM LAMBERT
THE ORIGINAL HIGH TOUR

Hey there! We wanted to let you know we have a show coming to your area soon. If you haven't gotten tickets yet grab them here.

APR 17 SUN
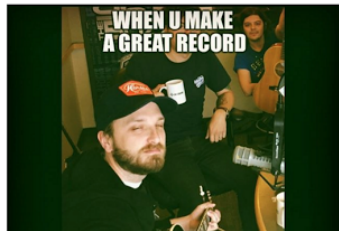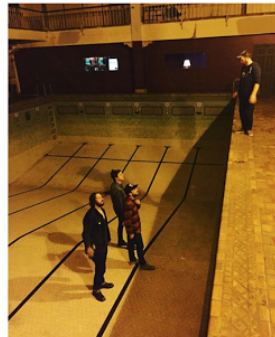
The Hi-Fi - Indianapolis, IN

With The Wild Feathers and The Shelters

Get Tickets	RSVP

All Tour Dates

@thewildfeathers on Instagram

GREG HOLDEN

HOME | NEWS | TOUR | VIDEOS | MERCH

Greg Holden On Tour

Greg is coming to your town soon!! Be the first to get tickets and mark your calendar now for this special evening.

APR 20 WED

Knitting Factory - Brooklyn, NY

With Greg Holden and Elizabeth & The Catapult

Get Tickets	RSVP

All Tour Dates

GREG HOLDEN LIVE

@gregholden on Instagram

Itay Rahat - Director, CRM Product Solutions, Warner Music Group

"StoryPorts innovative product and the dedicated team helped us deliver a powerful, scalable, Personalized Tour Alerts Email Program, utilizing the Salesforce Marketing Cloud platform, which enables our artists to connect with their fans across the country, digitally and subsequently through irreplaceable live experiences. This program has done wonders in supporting our efforts to increase engagement, practice relevant audience targeting and maximize operational efficiency so that we can focus on super-serving our broad roster of artists and their fans."

Questions or More Info?

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Thank You!

… for letting us share a little bit about our business and our outstanding customers