

Driving Record Subscriptions: Arden Theatre's BOGO Strategy

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The Challenge

Arden Theatre, a premier regional theater in Philadelphia, faced a familiar challenge: converting single-ticket buyers—primarily Millennial parents—into subscribers. Most families were only purchasing tickets for one show per season. To boost commitment and loyalty, the Arden team needed a creative, low-risk strategy to make subscriptions irresistible.

The Solution

Using **AudienceView Unlimited**, Arden designed an innovative BOGO subscription promotion:

72-Hour Flash Sale: Buy one ticket, get one free for another show.

Bundled Experiences: Simplified packaging encouraged families to try multiple events.

Strategic Marketing: Personalized postcards to past attendees plus outreach to local family-oriented organizations.

The BOGO offer was framed as a limited-time opportunity, creating urgency while ensuring advance revenue for the organization.

The Results

The campaign shattered previous records:

\$25,000 in 24 hours

\$50,000 in 72 hours

The offer struck the perfect balance between value and sustainability. “It was a great way to remove the price barrier without devaluing the ticket itself,” said Clayton Tejada, General Manager at Arden Theatre.

AudienceView Unlimited’s flexibility and e-commerce functionality made launching the promotion seamless—and its success speaks volumes.