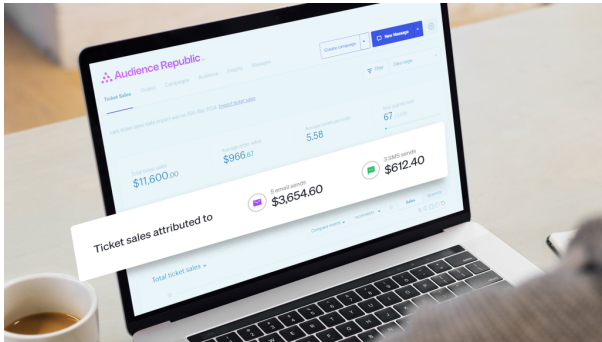


How Audience Republic helped REBiRTH Festival sell more tickets and attribute sales to email and SMS

4 MIN READ



Casey op ‘t Hoog leads the marketing, communications and ticketing for REBiRTH Festival and has played a pivotal role in recent years. Faced with rapid growth and even more ambitious plans, Casey needed a marketing platform that could help REBiRTH manage the vast amount of audience data they were accumulating and equip them with the tools to segment and reach these fans. Importantly, Casey also needed the capability to report on their marketing effectiveness.

Centralizing audience, ticketing and event data

REBiRTH Festival faced a common but complex problem: managing and utilizing large volumes of audience data. With data coming from multiple sources – pre-registrations, ticketing platforms, email subscribers and more – it became difficult to consolidate and leverage this information effectively. “We had a lot of data scattered across different systems, and it was challenging to keep it all together in a secure, organized way,” Casey explained. The team needed a solution that would allow them to store, analyze, and act on their data from a single, centralized platform.

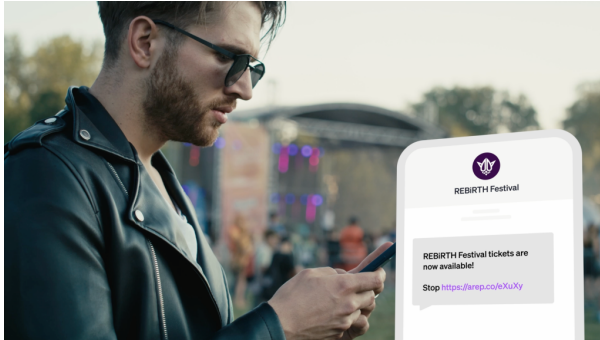
Reaching the right fans

Audience Republic stood out as the perfect solution for REBiRTH Festival. The platform offered a comprehensive suite of tools, including email and SMS marketing, event data insights, ticketing integrations and an intuitive interface that made managing large datasets straightforward. “Audience Republic was a perfect fit for us because it provided everything we needed in one place,” Casey said. The ability to segment their audience and send targeted communications based on specific interests and past behavior was a game-changer.

“We can now send the right information to the right audience, which has significantly improved our communication strategy.”

Higher SMS engagement and clicks

Another critical feature for REBiRTH Festival has been Branded Sender ID, which ensures that recipients recognize their SMS messages are coming from a trusted source. “With the branded Sender ID, people know the message is from REBiRTH Festival, which has led to higher click-through rates and better engagement overall,” Casey shared.



Higher conversion rates

Since adopting Audience Republic, REBiRTH Festival has seen a marked improvement in their marketing efficiency and audience engagement. The ability to send personalized communications has not only enhanced the attendee experience but has also driven higher conversion rates. “It’s way easier to organize and engage our audience now, and that’s why we use it,” said Casey.

Would they recommend it?

Without hesitation, Casey would recommend Audience Republic to other event organizers. “It makes our work so much easier, from data gathering to marketing. The insights we gain are invaluable, and it reduces the chances of making mistakes. It’s a no-brainer for any event organizer looking to optimize their marketing efforts,” Casey concluded.

For REBiRTH Festival, Audience Republic has proven to be more than just a marketing tool—it’s become an integral part of their strategy. By simplifying data management and enhancing their ability to connect with audiences, Audience Republic has empowered REBiRTH Festival to focus on what they do best: creating unforgettable experiences for festival-goers.

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