

Subscription Pricing in the Leisure Industry

Utilizing data intelligence to drive loyalty in UK cinemas

Situation

- A Private Equity firm with portfolio interests in the cinema and general leisure industries
- Within the cinema industry, they wanted to understand the role of loyalty programs, including 'all-you-can-eat' subscription offers
- Due to constraints on their resources, there was no access to sales data, internal staff information, or other marketing materials
- Client also wanted to understand the role of ticket pricing on driving footfall and revenue optimization

Approach

Iris Concise, working in conjunction with Iris Pricing Solutions, executed a multi-phase data gathering and strategy development project

1. Web scraping / data analysis

Using a partner firm specializing in web-scraping, we were able to scrape pricing and sales information for a 2-week period covering every screening time across the major chains

Using existing internal knowledge, we also identified factors likely to predict price differences, including local income, population density and nearest competitor

2. Digital Intelligence

By social listening and an analysis of website traffic, we identified customer segmentation strategies for each of the major UK cinema chains, and relative performance

3. Strategy Development

Using our experience of loyalty and subscription-based pricing, we were able to develop recommendations and a roadmap for the client

Results



Developed **strategy-driven loyalty offerings** for the client, including subscription-based pricing and gaps in existing loyalty offers



Identified trends in existing market for ticket pricing and **opportunities to target 'Pay-As-You-Go' ticket prices** for quick-wins as well as longer term considerations for an unlimited subscription model.

