Staying connected between visits:
Telling great stories that deepen affinity and build loyalty

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2 million guests each year
Located in Chicago on Museum Campus
Opened in 1930 – 86-year history
Features fishes from around the world, dolphins, whales, sea lions, penguins, otters
Active in conservation, research and animal rescue
Background

- Ambitious mission
  - At Shedd Aquarium, animals connect you to the living world, inspiring you to make a difference.

- Average visit of 3 hours and average repeat visit cycle of 24-26 months

- Key challenge: Finding ways to deepen connections between visits
Approach to deepening connections

• Building affinity and fulfilling mission takes time
• Stories bring the collection to life
• Informed guests are more satisfied, and more likely to enjoy and value their visit
• It is critical to try to capture guest information to extend our relationship and engagement to before and after each visit
Some Tools for Deepening Connections

- **Email**
  - Capture on website
  - Collect during ticket purchase process online and onsite
  - Augment data to expand reach

- **Social Media**
  - Promote in email, onsite in exhibits and through boosting posts

- **Events**
Getting more data online and onsite

• Before this project, advance ticket sales for the gate were about 7% of sales
• In addition, we weren’t capturing data onsite (where 93% of the transactions were occurring)
• We set out to double advance sales and to begin to build records onsite
Incent changes in guest behavior
Make it easy – on all devices
Collecting at least name, zip and email
Offer was redeemed via CSI on guest record to reinforce utilization of record
Reached capture rate of 33-50%
Dive into Shedd news!

Sign up for Shedd's email newsletter to be the first to know what's happening at the aquarium, including unique events, behind-the-scenes updates, and exclusive offers.

Join Shedd eNews and "sea" what's coming up at Shedd! >
Now is a great time to be a Shedd member!

Dear Shedd friend,

Thank you for being a part of our community of members! You are a part of a dedicated group committed to connecting people to the living world.

We’ll be sending you two other welcome e-mails over the next two weeks, updating you with your membership perks and welcoming you into the Shedd family. Additionally, we’ll send you exclusive member e-mails throughout the year so you can stay informed and up-to-date on all the happenings at Shedd. Here’s what you can expect:

- Monthly e-news highlighting what’s new and what’s just for members at Shedd
- Member-only “First Looks” on exclusive animal stories, programs and events
- News from our researchers in the field, who are working to protect animals locally and around the world
- Opportunities to further join us in our mission and

Explore your Shedd account!

As a Shedd supporter, you can unlock personalized features just for you with your online account! Your personal account allows you to plan your visit with advance tickets, view your benefits and more.

Log in and explore today!
We use data to refine brand messaging and assure touch points are optimized and in tune with our audience.

We also work to get key stories into the hands of guests so they come better prepared.

Working toward segmentation study to better refine efforts and to help us more effectively build affinity.

In the meantime, acting on insights big and small:
- Custom lists
- Visitation info
Thank you!

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