

Case Study

# Motorpoint Arena supercharged their feedback with Adestra



## INDUSTRY

### Events

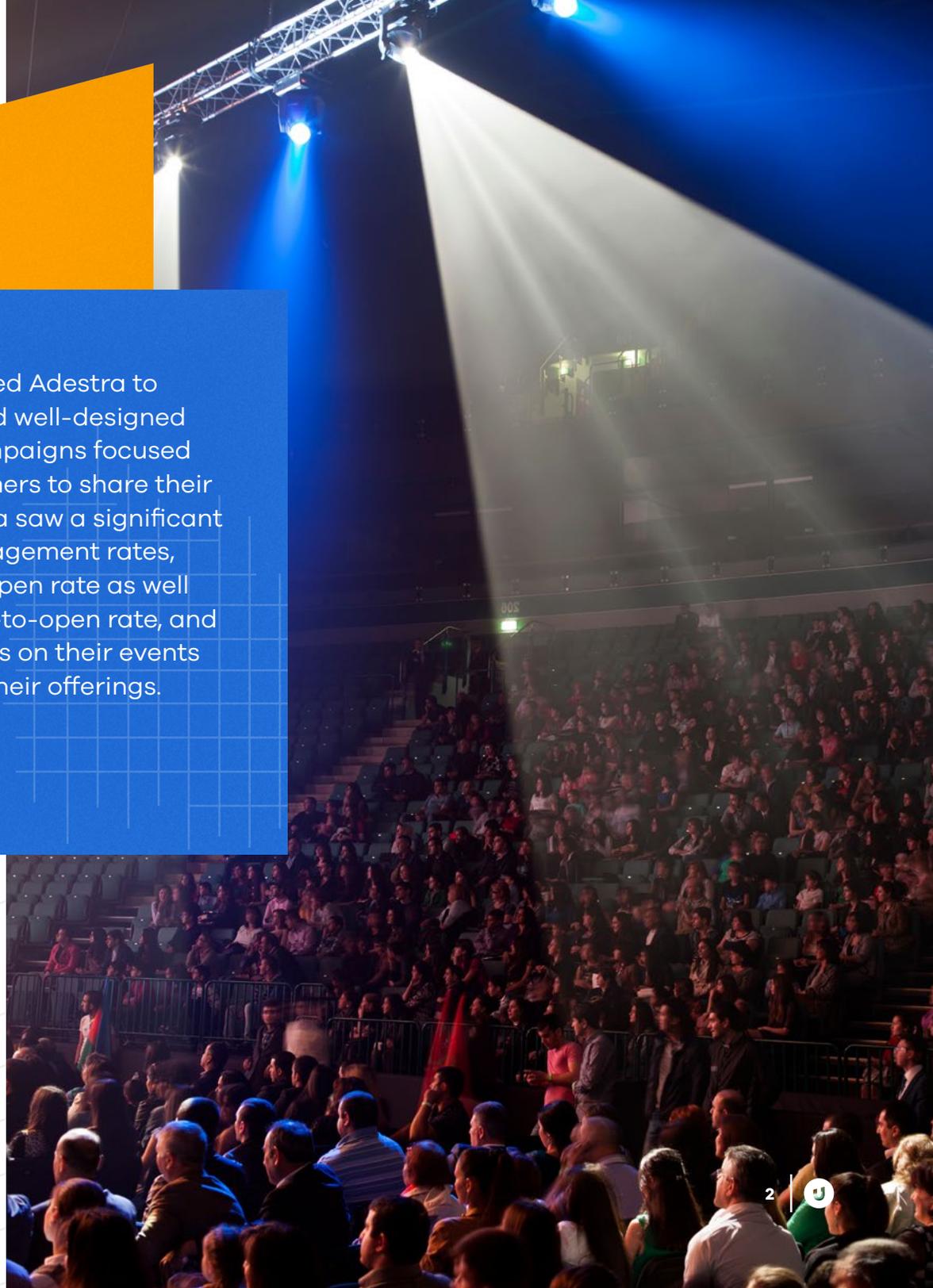
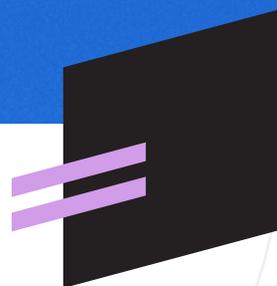
## COMPANY

**Motorpoint Arena**  
Nottingham, UK  
[motorpointarenanottingham.com](http://motorpointarenanottingham.com)

The Motorpoint Arena Nottingham is a 10,000 seat arena in the UK that plays host to hundreds of concerts, shows, and sports events each year.

**MOTORPOINT**  
arena  
NOTTINGHAM

**Motorpoint Arena** used Adestra to create responsive and well-designed post-event email campaigns focused on motivating customers to share their experience. The Arena saw a significant improvement on engagement rates, with a 46% average open rate as well as 39% average click-to-open rate, and they gathered insights on their events and how to improve their offerings.



# How does an arena make post-event feedback more useful and actionable?

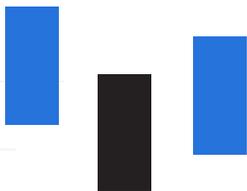


## Motorpoint Arena needed better insights into what audiences want

Motorpoint Arena Nottingham was gathering post-event feedback using unresponsive, hard-coded emails that offered no incentives for replying. The event space wanted more insight about audience demographics so they could understand how events were performing and establish which parts of the customer experience could be improved. But collecting feedback was difficult, especially from younger customers.

## Adestra's Email Editor helped them develop mobile-friendly email campaigns

Motorpoint Arena Nottingham improved the design and responsiveness of their emails using Adestra's Email Editor. The emails, which were designed to be fully responsive across all widely-used mobile devices, immediately improved customer engagement, helped the team obtain valuable feedback, and gave further insights into customer demographics and behavior to optimize the marketing of future events.



# Adestra makes it easier than ever for Motorpoint Arena to collect feedback

## Encouraging customers to leave feedback quickly – including incentives

Post-event emails were carefully designed following brand guidelines and sent to those who attended a specific event. The emails were engaging and responsive, with a clear statement encouraging customers to leave feedback on their experience via a short survey. The team also included an incentive in some of these emails, offering customers the chance to win a pair of tickets to a show of their choice.

By motivating customers to share their experience, the Motorpoint Arena has seen a significant improvement on engagement

rates, with a 46% average open rate as well as 39% average click-to-open rate.

The Arena has been able to gather a higher volume of insight regarding their events, how their venue is perceived, staff performance and catering options, as well as their customers' experience, demographics and behavior. The team has relevant data it can use for attracting advertising and sales partnerships, offering customers discounts on transport to events, and is for quarterly and annual business presentations.

## Now the Arena is acting on this feedback and making improvements to drive growth

With this new feedback, the Arena fine-tuned and adjusted the offerings, quality and pricing of catering products after their event. They brought their catering operations in-house, opening several new food and drink outlets on the concourse. These outlets were carefully chosen based on customer feedback gathered from email surveys created using the Adestra Email Editor, and the venue's current post-event survey emails are being amended to include questions about the new catering options available to customers.

### Results for Motorpoint Arena

**46%**  
**open rate**  
for post-event emails

**39%**  
**average**  
click-to-open  
rate on emails

upland  
**Adestra**

For more information visit: [uplandsoftware.com/adestra](https://uplandsoftware.com/adestra)

**Upland Adestra** Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.