

Feature Study

Brooklyn Museum Provides the Ultimate Purchasing Experience with ShowClix's Memberships

Results

10%

Of all exhibit sales are made by members

5

Levels of successfully managed memberships

100%

Visibility into member purchasing behavior

Background

Brooklyn Museum stands tall in New York as one of the largest art museums in size, and it strives to educate and create inspiring art that expands the way attendees see themselves, the world, and its possibilities. Attendees enjoy the museum's diverse collection of contemporary and decorative art, worldly artifacts, and enriching guided tours. Brooklyn Museum also hosts internationally touring exhibits like *Arts of Korea*, *Experiments in Water Color*, and the very popular *David Bowie Is*, which explores the creative process of a revolutionary artist who changed the way we see music.

Challenge

Brooklyn Museum needed a way to encourage repeat attendance with members, keep better track of member data, and offer them exclusive pricing and specials. They wanted to implement an easy process for their members that streamlined the ticket purchase process and created a personalized experience.

Solution

Brooklyn Museum worked with ShowClix to implement their membership feature, which gave them the ability to set up an online purchase process that was uniquely designed for their members. They are presented with a page to enter their name and member ID to gain access to the special membership ticketing page. With this capability, the Brooklyn Museum team was able to upload existing member ID information directly into ShowClix, collect valuable ticketing data, and offer special member-only exclusives including discounted tickets, special exhibit visits, and other merchandise.



Brooklyn Museum

“ShowClix really understands both our needs, and the needs of our members. We wanted a way to show our customers that we valued their continued support, and ShowClix’s memberships did just that. They love the personalized experience, and we’re thrilled with the additional customer data we now receive.”

Christopher Voss, Visitor Services Operations Manager, Brooklyn Museum