

## Feature Study

# Magical Winter Lights Uses ShowClix's Segments Tool to Collect Valuable Attendee Information

## Results

**27%**

Increase in favorite attraction responses

**38**

Day average decrease in the time survey is received

**11K+**

Emails sent per segment

## Background

Magical Winter Lights is a dazzling, multicultural take on traditional holiday light shows. Founded and produced by People Generation Inc. and Sichuan PG Salient Cultural Trade Company, Magical Winter Lights is a 50-day festival located in both Houston and Dallas-Fort Worth. This mesmerizing festival hosts several iconic themed sections like Magical Wonderland and Santa's Christmas Village, as well as acrobatic performances, authentic arts and crafts, and much more for the whole family to enjoy!

## Challenge

Magical Winter Lights was interested in sending an email survey to customers who recently attended their festivals. They wanted to gain a stronger understanding of who was attending, how to better optimize their marketing campaigns, and how to expand their business. In previous years, they sent only one survey to all attendees after the entire festival wrapped. To increase the likelihood of a response, they needed a way to quickly filter their vast email lists based on specific attendance data.

## Solution

Magical Winter Lights worked with ShowClix to employ their system's customer segmentation tool, called Segments. Segments easily groups Magical Winter Lights' ticket buyers based on recent attendance and automatically emails them the survey directly through the ShowClix Admin. Magical Winter Lights now is able to better collect detailed demographics, track the success of their marketing campaigns, and identify popular attractions within their event.



**"The data we collect from our email customer surveys is invaluable. Segments allows us to send out our surveys much quicker than our old system. The surveys get in front of our attendees faster, giving us better results."**

**Yusi An, Founder, People Generation**