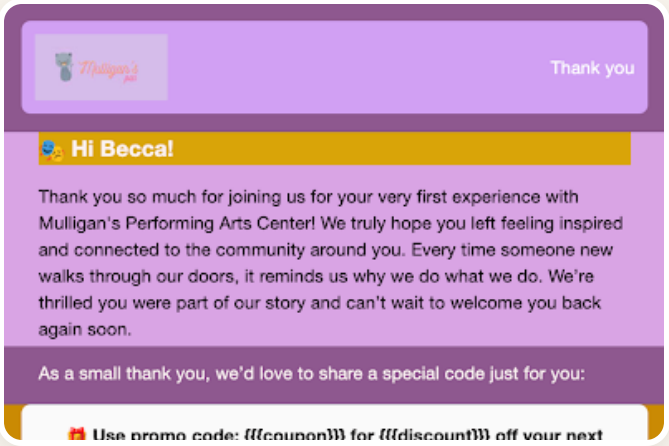
QUICK START GUIDE

Thank every first-time ticket buyer

The automated Send Thank Yous Play greets first-time ticket buyers with a special offer to return, helping turn a single visit into a lasting connection.



5%
gross revenue uplift for many OTS customers

"Being able to utilize Plays has garnered some additional sales for us. This last spring, I think it raised another $1,000 in sales. And that was just from having it available for two, maybe three shows."

Mark Landis, Creative Grounds Fine Arts

What you'll need

- Your season built out in OTS
- As little as 5 minutes

Steps

1. **Navigate to Playbook**
   Access all available Plays by clicking Marketing › Playbook in the sidebar navigation.
2. **Select the Send Thank Yous Play**
   Scroll down to the Play Library and select the Send Thank Yous Play.
3. **Fine-tune the details**
   Under the Details tab, adjust the actions, schedule, and email content as needed.
4. **Go live**
   Start the Play by clicking Start at the bottom of the Details tab.
5. **Start again**
   Browse the Play Library and start your next one.

OTS On The Stage

Set up Plays →