



**Educational  
Theatre  
Association™**

*home of the* International Thespian Society  
*and the* Educational Theatre Foundation



# KEY INSIGHTS: MEMBERSHIP RENEWALS

International Thespian Society  
2021





# Email Renewal: By Type

These visitors were identified by Google Analytics as website visitors who reached the Purchase Order or Credit Card Payment thank you page in Community Hub through a visit initiated by an email sent from Pardot.

*August 16 - November 30, 2021 GA Data*

Purchase Order  
Renewals

**12**

Credit Card  
Renewals

**5**





# Email Renewal: Key Dates

*Using data captured from Google Analytics between August 16 and November 30, 2021.*

Oct. 11

- ✓ Credit Card: 0
- ✓ Purchase Order: 1

Oct. 14

- ✓ Credit Card: 0
- ✓ Purchase Order: 1

Oct. 15

- ✓ Credit Card: 1
- ✓ Purchase Order: 2

Oct. 11

- ✓ Credit Card: 1
- ✓ Purchase Order: 1

Oct. 14

- ✓ Credit Card: 1
- ✓ Purchase Order: 2

Oct. 15

- ✓ Credit Card: 0
- ✓ Purchase Order: 1

Oct. 18

- ✓ Credit Card: 1
- ✓ PO: 1

Oct. 27

- ✓ Credit Card: 1



# Email Renewal: UTM Tracked Campaigns

UTM code Campaign Tracking began October 7.

The following renewals were a direct result of visits from those tracked emails.

*August 16 - November 30, 2021 GA Data*

## Zooming In:

In each email, the gold button was the only linked item with the UTM code.

Oct. 7 and Oct. 13:  
Three Ways to Pay

Oct. 25:  
Reminder

12  
Membership  
Renewals

1  
Membership  
Renewal

Key Renewal Dates from Campaign:  
October 8, 11, 14, 18 and 27

