

G-Cloud 14

Service Definition

Audience Answers - arts, culture, heritage
and creative data-driven insights portal

Introduction

Audience Answers® is a cutting-edge SaaS data portal developed by The Audience Agency. Designed for the UK cultural sector, it incorporates a comprehensive suite of modules for audience development, policy, creative place, digital, and financial insights. The service integrates data from a variety of sources including open data, ticketing systems, surveys, and financial records, offering a robust platform for cultural organisations to enhance engagement and streamline operations.

Key Components:

1. Audience development and participation Module:

- **Ticketing Data Insights:** Provides an overview dashboard of key ticketing metrics and advanced analytics to help organisations understand sales trends and customer behaviour.
- **Survey Data Analysis:** Delivers insights into audience demographics, experiences, and attitudes through standardised surveys, helping to tailor marketing and engagement strategies.

2. Creative Place and Evaluation/Impact Modules:

- Utilises The Audience Agency's data architecture, adhering to Data Mesh principles, to offer enhanced insights into local cultural trends and activities. This supports strategic planning and evidence-based decision making for cultural policies.

3. Digital Transformation Module (with Octophin):

- Offers a series of digital analytics services including Google Analytics dashboards, website event tracking, and bespoke analytics tool setups, aimed at enhancing digital engagement and optimising user interactions online.

4. Creative Economy Insights Module (with myCake):

- Provides sector-specific financial data and resilience indices, supporting non-profits in benchmarking and risk assessment. This includes detailed funding dashboards that identify investment trends and disparities across geographies and sectors.

5. Audience Spectrum®:

- A segmentation tool that categorises the UK population into 20 distinct groups based on cultural engagement and potential. This aids organisations in targeting and customising their marketing efforts more effectively.

6. Networks and Collaborations:

- Facilitates the sharing of insights and data across organisations regionally and nationally, enhancing collective intelligence and supporting local cultural strategies.

7. Bespoke Reporting and Benchmarking:

- Enables organisations to compare their performance against national averages and other benchmarks through a customisable reporting system that can include anonymised data sharing among clients.

Additional customisation:

Cloud support services from The Audience Agency can be purchased to provide additional setup and configuration services such as:

- **Prototype Development for Regional Cultural Strategies:** A service offering for designing bespoke dashboard tools tailored to specific cultural and economic impact evaluation needs of local authorities or cultural consortia. This includes integration of diverse data sources to provide comprehensive baselines and impact assessments.
- **Comprehensive Data Strategy:** Provides frameworks and toolkits for effective data collection, processing, and analysis to ensure that cultural organisations can leverage data for strategic decision-making, advocacy, and service development.

Implementation Process:

1. Initial Consultation and Needs Assessment:

- Understanding the specific needs of the client, including audience development goals, policy impact areas, and financial oversight requirements.

2. Customisation and Setup:

- Tailoring modules and dashboards to fit the client's specific data sources and strategic goals.

- Integrating various data streams into the SaaS platform to ensure coherence and actionable insights.

3. Training and Support:

- Providing comprehensive training sessions to ensure that staff can effectively utilise the dashboard.
- Ongoing support and updates as needed to adapt to changing data needs and sector trends.

4. Evaluation and Adaptation:

- Regular feedback loops with clients to assess the effectiveness of the tools and make necessary adjustments to the service offerings.

Outcomes and Benefits:

- Enhanced understanding of audience behaviours and preferences.
- Data-driven decision-making for policy and creative programming.
- Improved financial performance and strategic funding allocation.
- Increased inclusivity and representation in cultural engagement.

By leveraging the world's largest cultural engagement dataset, Audience Answers® positions itself as a leader in providing defensible, actionable insights for the cultural sector, with a growing international reputation for innovation and effectiveness.