

# CASE STUDY

London Theatre Direct,  
SYYCO & impact.com

"A Comeback Story"



## THE SHORT VERSION

In August 2021, London Theatre Direct bounced back from the pandemic by harnessing the power of partnerships.

Alongside partnership management specialists SYYCO and technology leaders impact.com, they outperformed all of their targets, more than doubled pre-pandemic revenues and set themselves up for future success.

## THE BACK STORY

London Theatre Direct entered the affiliate space in 2010 and saw steady growth for a number of years, as online ticketing gained in popularity.

However, the brand saw huge untapped potential in the channel and felt that partnerships were one of the key routes to unlocking further growth.

## THE END GOALS



Increase programme revenue by 67% Vs. pre-covid trading



Ramp-up recruitment, with at least 5% of total programme revenue coming from new partners



Recruit new content and ticketing partners and reduce reliance on cashback and voucher sites, while protecting revenues

## THE TWIST

With the appointment of SYYCO and impact.com in early 2020, London Theatre Direct committed to investing in the partnerships channel.

Then, when everything changed in March 2020, their timescales had to be pushed back but their overall plan and ambition remained unaltered.

## ABOUT LONDON THEATRE DIRECT

London Theatre Direct has been one of the UK's leading providers of theatre tickets since 1999.



[Become an LTD partner now at impact.com!](https://www.impact.com)

"Working closely with the teams at SYYCO and impact.com, we have outperformed all of our targets and reached some very impressive milestones. We are now looking ahead to the coming year, to continue to break records, with our industry leading partner programme."

Head of Partnerships, London Theatre Direct

## BEHIND THE CURTAIN



### Recruitment and Prospecting

Over 100 new partners recruited in 2022 through gap and competitor analysis and outreach, plus management through to activation, using Mediarails by impact.com



### Process Automation

Reduced time spent on manual day-to-day processes, thanks to the automation features available through impact.com's Partnership Cloud. This enabled SYYCO's team to focus squarely on new opportunities and programme development



### Human Touch

Partner communications and rewards tailored to individual needs, facilitated by improved communication tools and advanced commissioning

## THE PERFORMANCE

H2 2021 REVENUE

**UP 101%**

VS. 2019

H2 2021  
ROAS

**UP 11%**

VS. 2019

NEW PARTNER  
REVENUE

**9.3%**

OF TOTAL

CONTENT  
REVENUE

**UP 487%**

VS 2019-20

VOUCHER &  
CASHBACK SHARE

**DOWN 24%**

VS 2019-20



London Theatre Direct were finalists in the Best Managed (SME) category at the 2021 UK Performance Marketing Awards, receiving a high commendation, in partnership with SYYCO and impact.com.



## WORK WITH SYYCO

SYYCO is a specialist partnership management agency, with over ten years experience across multiple sectors

**Book a free SYYCO programme review now!**