

# TMS TESSITURA MESSAGING SYSTEM

TMS allows you to affordably create, send and track email marketing campaigns. Designed specifically for Tessitura licensees, TMS is the only web-based email marketing solution that seamlessly connects you to Tessitura. All your important subscriber data is automatically updated for highly targeted and effective campaigns that deliver maximum results.

## WHY TMS?

TMS is specifically designed for licensees of Tessitura. Built for the highly specialized needs of your organization, TMS comes loaded with the features you need to stay connected to your audience.

## HOW TMS WORKS FOR YOU.

### *Seamless integration with Tessitura*

The results of every email campaign are automatically compiled within Tessitura, allowing you to rely on a single database for your online and offline marketing efforts.

### *Lower your marketing expenses*

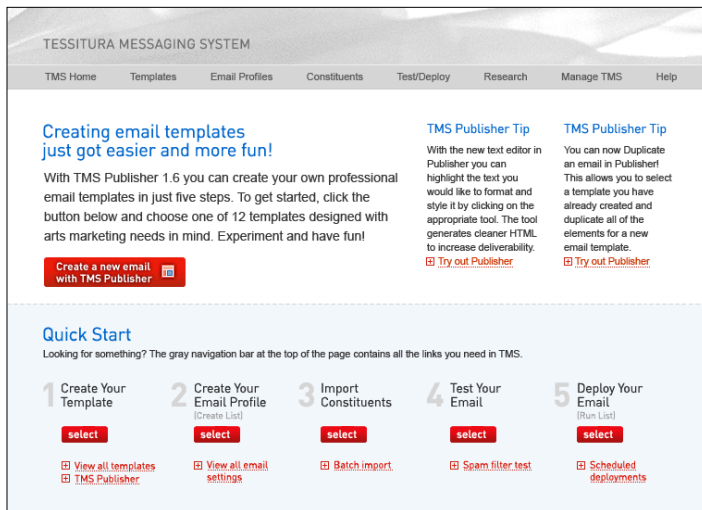
With ongoing costs as low as one cent per email and no setup fees, TMS is an affordable way to connect with your patrons.

### *Build patron loyalty and increase revenues*

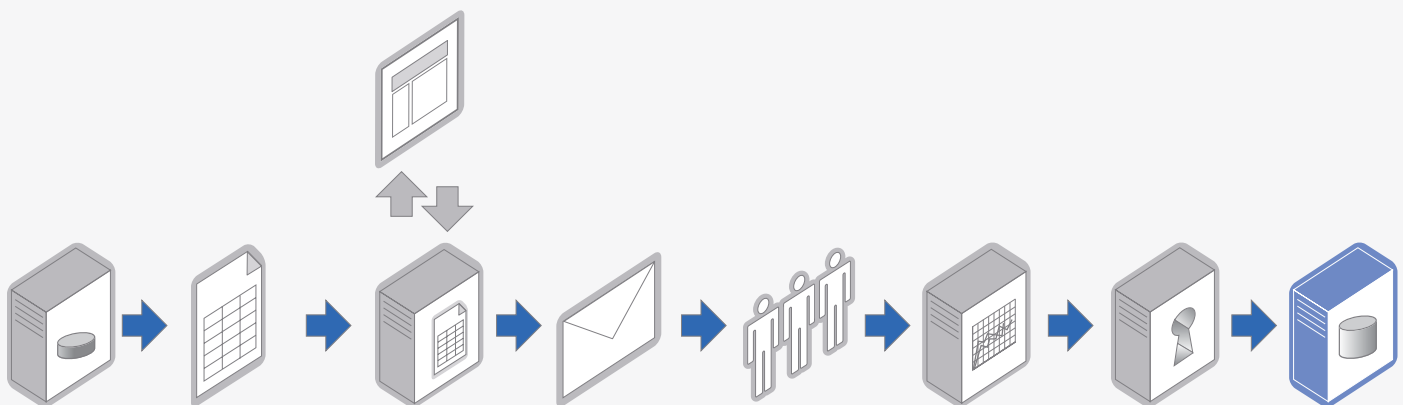
You can use TMS to send last-minute ticket offers, special email-only discounts, newsletters and other announcements designed to build patron loyalty and increase revenues.

### *Reduce the burden on your staff*

With an intuitive web-based interface and a host of easy-to-use tools such as TMS Publisher™, TMS provides a quick, efficient way for performing arts organizations to deploy email marketing campaigns.



## TMS & TESSITURA KEEP YOU CONNECTED.



- 1**  
Tessitura  
Create a targeted extraction in Tessitura
- 2**  
Email List  
Tessitura creates a list of your constituents
- 3**  
TMS  
Import your list into TMS and create an HTML email using TMS Publisher
- 4**  
Email  
Deploy email to your constituents
- 5**  
Constituents  
Your constituents receive the email and click on your links
- 6**  
TMS  
TMS captures all of the data and provides real-time reports
- 7**  
Gateway Server  
TMS sends the data to Tessitura via the Gateway server
- 8**  
Tessitura  
Email data is updated in Tessitura

## TMS CAPABILITIES.

### *TMS Email Publisher*

Create professional emails without knowing HTML. Choose your layout and color scheme, customize buttons, resize and crop photos without using Photoshop, then add your own text.

### *Seamless & Simple Integration*

TMS synchronizes your subscriber data back to Tessitura so all your important information stays current and secure in one place. Never manually update a list again.

### *Personalize*

Give each subscriber individual attention with versatile TMS personalization tools that make your emails even more targeted and effective.

### *Scheduled Deployments*

Build your brand and your reputation by planning out consistent email deployments in advance.

### *Forward to a Friend*

People who love the arts have friends who love the arts. Give your subscribers the opportunity to share your message with their friends.

### *Track Results*

Get real-time results of your email deployments as you monitor click-throughs, opens, bounces and more with an array of powerful tracking tools in TMS.

### *Affordable*

With pricing options specially created for performing arts organizations, you'll never need to think twice about emailing everyone on your lists.

### *Work From Anywhere*

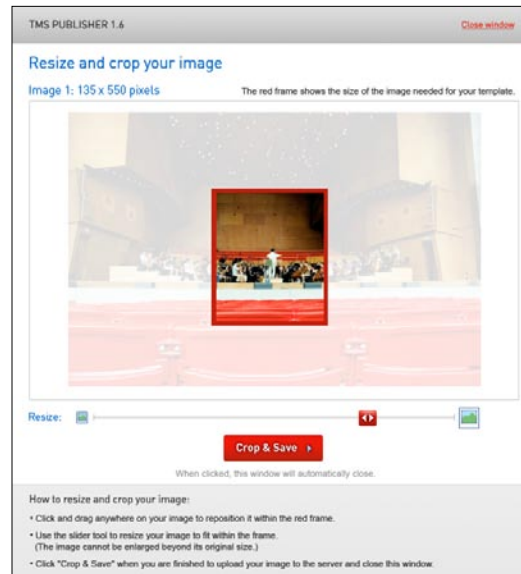
TMS is web-based, which means you can create and deploy your next email anywhere, anytime.

### *Deliverability*

Our built-in SpamAssassin feature, rigorously tested templates and an independent third-party deliverability team help you create emails that won't be mistaken for spam.

### *Support*

With a dedicated and helpful support team on your side, you'll always have the answers you need and the expertise you can rely on.



## PERFORMANCE EXPERTS.

Get working with experts in digital marketing for the performing arts. We're passionate about keeping you connected to your audience using the most creative e-marketing ideas to showcase your organization and get results. As a TMS subscriber, you'll receive our monthly newsletter packed with email topics like increasing email deliverability, open rates and click-throughs. We'll help you stay on top of the latest trends and techniques by sharing relevant ideas, insights, innovations and experiences on our blog devoted to digital marketing for the performing arts.

## TMS WORKS FOR THEM...

Alabama Shakespeare Festival	The Philadelphia Orchestra
Atlanta Symphony Orchestra	Portland Center Stage
Center Theatre Group	Roundhouse Theatre
Cincinnati Playhouse In The Park	Royal Albert Hall
Cincinnati Symphony Orchestra	The Sage Gateshead
Flynn Center For The Performing Arts	Saint Louis Symphony Orchestra
The Goodman Theatre	San Diego Opera
Houston Symphony	San Francisco Ballet
Huntington Theatre Company	San Francisco Symphony
Indianapolis Symphony Orchestra	Seattle Children's Theatre
Kentucky Center for the Performing Arts	Seattle Opera
Kimmel Center for the Performing Arts	Seattle Symphony
Los Angeles Opera	Shakespeare Theatre Company
Lyric Opera of Chicago	Shaw Festival
The Metropolitan Opera	The Smithsonian Associates
Miami Performing Arts Center	Steppenwolf Theatre
Midland Center for the Arts	Strand-Capitol Performing Arts Center
New York City Center	Stratford Festival of Canada
New York City Opera	Sydney Opera House
Opera Theatre of St. Louis	Touhill Performing Arts Center
Oregon Shakespeare Festival	Yerba Buena Center for the Arts

## BECOME A TMS SUBSCRIBER TODAY.

For more information please contact Kaci Clot,  
TMS Product Manager at 206-728-7997 or email [tms@pop.us](mailto:tms@pop.us)