

# KPI Hypothesis Template: example

To show how the template works in practice, here's a completed example based on a common venue scenario.

<b>Problem / observation</b>	Midweek performances consistently sell below 60% capacity while weekend shows sell out. We're losing revenue on Tuesdays and Wednesdays.
<b>Audience / segment</b>	Existing bookers aged 25–40 who have attended at least once in the past 12 months but only on weekends.
<b>Hypothesis</b>	If we offer a 'bring a friend for half price' promotion on midweek performances, then midweek attendance will increase by 25% among this segment.
<b>Proposed action</b>	Email campaign to qualifying segment (1,200 contacts) offering the promotion for 4 midweek performances across October.
<b>Assumption behind the action</b>	This audience would attend midweek if given a social incentive and price nudge. The barrier is habit, not availability.
<b>Primary KPI</b>	Midweek ticket sales (volume and revenue) for the 4 promoted performances.
<b>Baseline</b>	Average midweek attendance: 58% capacity. Average midweek revenue: £2,100 per performance.
<b>Target / expected change</b>	72% capacity (+25%). Revenue target: £2,400 per performance (accounting for the discounted tickets).
<b>Supporting metrics</b>	Email open rate and click-through rate for the campaign. Redemption rate of the offer. New-to-midweek booker proportion.
<b>Guardrail metrics</b>	Weekend ticket sales for the same period (checking for cannibalisation). Overall revenue per performance across the week. Audience satisfaction (no decline).
<b>Timeframe</b>	4 weeks (October). Review at end of month.
<b>Owner</b>	Marketing Manager (campaign); Box Office Manager (tracking redemptions).
<b>If results are positive, we will:</b>	Extend the promotion to November/December. Test whether a smaller discount (25% off rather than 50%) achieves a similar result.
<b>If results are neutral, we will:</b>	Survey the segment to understand why the offer didn't shift behaviour. Test a different incentive (e.g. pre-show drink included) for the next month.
<b>If results are negative, we will:</b>	Stop the promotion. Investigate whether the midweek audience barrier is price/social or something else entirely (timing, transport, programming). Consider qualitative research.
<b>Key learning captured</b>	That this segment's midweek absence is driven by habit and social motivation rather than programming or price sensitivity, meaning we can address it through marketing rather than programming changes.
<b>What would success teach us?</b>	Midweek performances consistently sell below 60% capacity while weekend shows sell out. We're losing revenue on Tuesdays and Wednesdays.

# KPI Hypothesis Template

Use this blank template to structure your own hypothesis-led experiments. (See the worked example above for guidance on how to complete each field.)

<b>Problem / observation</b>	
<b>Audience / segment</b>	
<b>Hypothesis</b>	
<b>Proposed action</b>	
<b>Assumption behind the action</b>	
<b>Primary KPI</b>	
<b>Baseline</b>	
<b>Target / expected change</b>	
<b>Supporting metrics</b>	
<b>Guardrail metrics</b>	
<b>Timeframe</b>	
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<b>If results are positive, we will:</b>	
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<b>Key learning captured</b>	
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