



ProVenueDataBox™

Data Analysis

Danielle Deeble



# Data Analysis

- Do I have a problem with lapsed attendees?
- Where does my audience come from?
- How can I save money on marketing?



Do I have a problem with lapsed attendees?



## Do I have a problem with lapsed attendees?

- Can extract customers from the database who have stopped booking by –
- Extracting those who booked prior to a certain date (General Purchases – event date <01/01/2007 for example then 'Extract').
- Using the 'Exclusive' and 'Subtract' options remove those who have booked since this date by inserting in the event date field >=01/01/2007 for example.
- Those left in your extraction will not have booked since the end of 2006.



## Saying 'welcome' to new customers so they attend more than once

- Can identify new customers by extracting everyone who has booked in your date range, then exclude those who have booked prior to this.
- Mailing module – Booking Criteria – Insert event date range. Extract, then 'Exclusive' & 'Subtract' take out date range and insert <first date of previous range.
  - Can print labels to send standard letters to these customers.
  - Can use the Databox Mail-merge to write to them.
  - Can send a bulk email to these customers
  - Can export records to mail merge from Word (to letters or emails).



Where does my audience come from?



## Fact

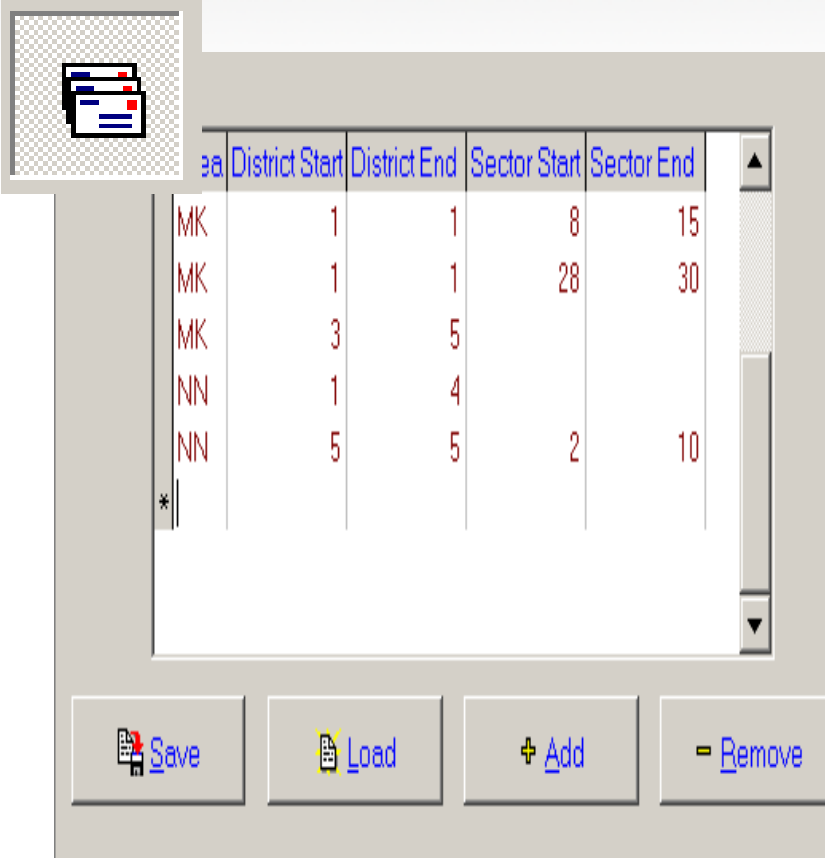
You need to keep a tidy database to look at this!!

Make sure postcodes are tokenised and customer addresses entered in a consistent manner.



## Extracting Postcode Ranges

- Used for targeted campaigns
- Good for analysing key areas linked with funding
- Ranges can be saved to target or analyse again



	District Start	District End	Sector Start	Sector End
MK	1	1	8	15
MK	1	1	28	30
MK	3	5		
NN	1	4		
NN	5	5	2	10

\*|

Save Load + Add - Remove

# Geo Analysis

*Analyse by* is looking at how you want the report to be broken down by:

Area – First two letters of postcode

District- First Number of postcode

Sector – the last number in postcode

Geo-Analyse Ticket Sales

Analyse by

Area

District

Sector

Report on

All

Run

Event

Order By

Postcode

Cancel

OK

Event date range

Transaction date range

Filter to current mailing selection

*Report on* is asking whose postcodes you want to analyse

All – everyone on the database

Run - the people who attended a particular run of performances


Event – people who attended a one of performance

Tick boxes at bottom are way to filter it further



# How can I save money on my Marketing?

- It is important to analyse the effectiveness of your marketing.
- Campaign returns report will show how effective mailings and emailing have been (*Reports – Marketing and Customer Reports – Analysis – Campaign Returns*).
- Choose relevant mailing from drop down and event or range that it applies to above.
- Can also insert an effectiveness date and unit cost.
- Can also analyse effectiveness of emailings.



The screenshot shows a software dialog box titled "Campaign Returns Report Options". It features a list of criteria on the left and a "Select Criteria:" section on the right. The criteria list includes: Purchase Dates, Event, Run, Event Dates, Event Type, Classification, Location, Grouping, Account Code, and Effectiveness Date. The "Select Criteria:" section contains the text: "Select All: where event dates >= 17/01/2007 And <= 23/04/2007". At the bottom of the dialog, there are "Close" and "Start" buttons. Below the buttons, there are two checkboxes: "Apply to current mailing selection" and "View and analyse recorded email campaigns". A dropdown menu shows "Spring 07brochure". At the bottom, there is a "View" button, a "Unit Cost" field with a value of "1.50", and a small spinner control.



## The best ways of collecting publicity methods

- Need to setup list of current publicity methods in *Control – System Control – Configuration – Lists – Publicity*.
- Must keep list up to date. Can remove items from here and still report on them.
- Try to keep list concise and not too long.
- Ensure that all staff are aware of what each entry in list is.
- Cashiers need to ask customers how they found out about an event.
- Can report on how many customers are not asked with the 'lost data' report *Reports – Marketing and customer reports – Customers - Lost data*.



# Reporting on publicity methods

- Can report on publicity methods with the Sales Profile report. *Reports – Marketing and Customer reports – Analysis – Sales Profile.*
- In 'Options' choose Publicity methods, and then under criteria choose the event or range you are interested in.
- Can pull these figures as a graph – *Reports – Charts and Graphs – Publicity.*

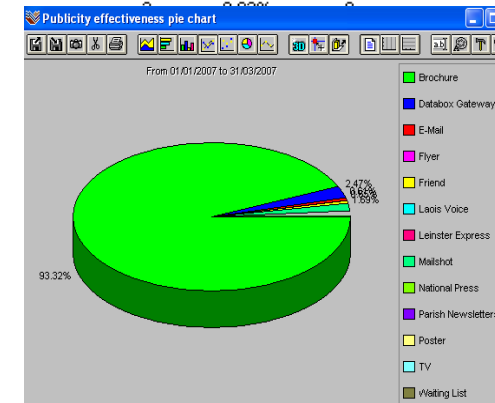
ProVenueDatabox Reports 25 March 2007 19:09

## Sales Profile

Analysis of audience attendances, based on chosen criteria - Sample Size: 1,539

Event dates: 01/01/2007..25/03/2007

Publicity Methods	Tickets	Actual	T%
Unclassified	533	6.89%	0.
Brochure	6,808	88.00%	0.
Databox Gateway 2	143	1.85%	0.
E-Mail	29	0.37%	0.
Flyer	34	0.44%	0.
Friend	29	0.37%	0.
Laois Voice	0	0.00%	0.
Leinster Express	0	0.00%	0.
Mailshot	0	0.00%	0.
National Press	0	0.00%	0.
Parish Newsletters	0	0.00%	0.



# How can I find the best target audience?

- Can look at the booking history for those who have already booked for the event by running the Purchases report filtered to that event (*Reports > Marketing and Customer Reports > Customers > Purchases*).
- Look for common events within these booking histories and then extract customers who have been to these events, or events of the same type. Extract these under general purchases in Mailing Module.

BOOKINGS CRITERIA  Extracted

Event code  Only

Location

\*Purchase date

\*Event Date  Time

Quantity  Value

\*Tx type  \*Source

Payment Method

\*Date reserved

Event type  Only

Grouping  Classification



# Thank you for coming

This was presented by  
Danielle Deeble  
Training and Support Analyst  
Tickets.com EMEA

[ddeeble@tickets.com](mailto:ddeeble@tickets.com)

[uksupport@tickets.com](mailto:uksupport@tickets.com)

