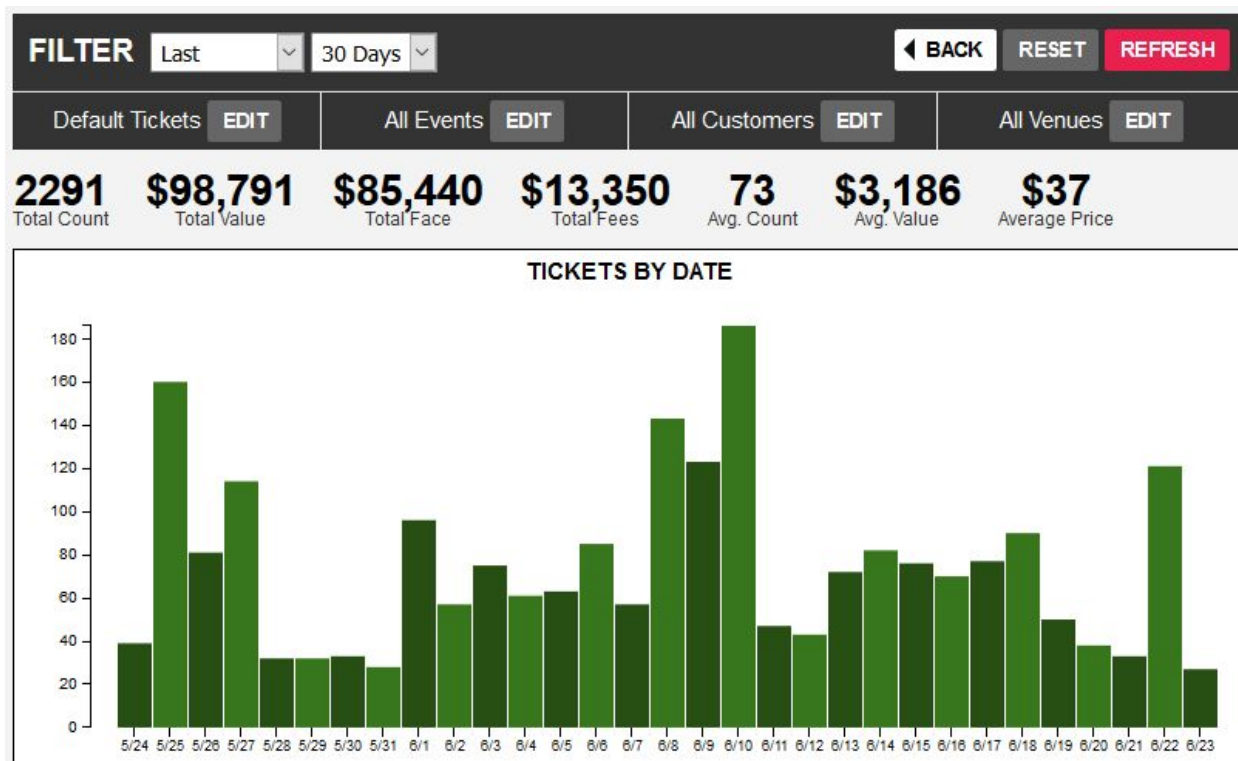




# PREKINDLE **REPORTS**

*Quick Guide*



*Ticket Reporting Dashboard*

## TICKET SALES REPORTING

Prekindle's ticket sales reporting is highly flexible and accurate. Choose from a wide range of convenient date range filters, or dial in your own if needed. At a glance, recap summary statistics for any time range (eg: Average Ticket Price, Total Rebates Earned, etc.) Filters allow for narrowing down to specific events, ticket types, customers, and venues. Compare time periods to determine trends.

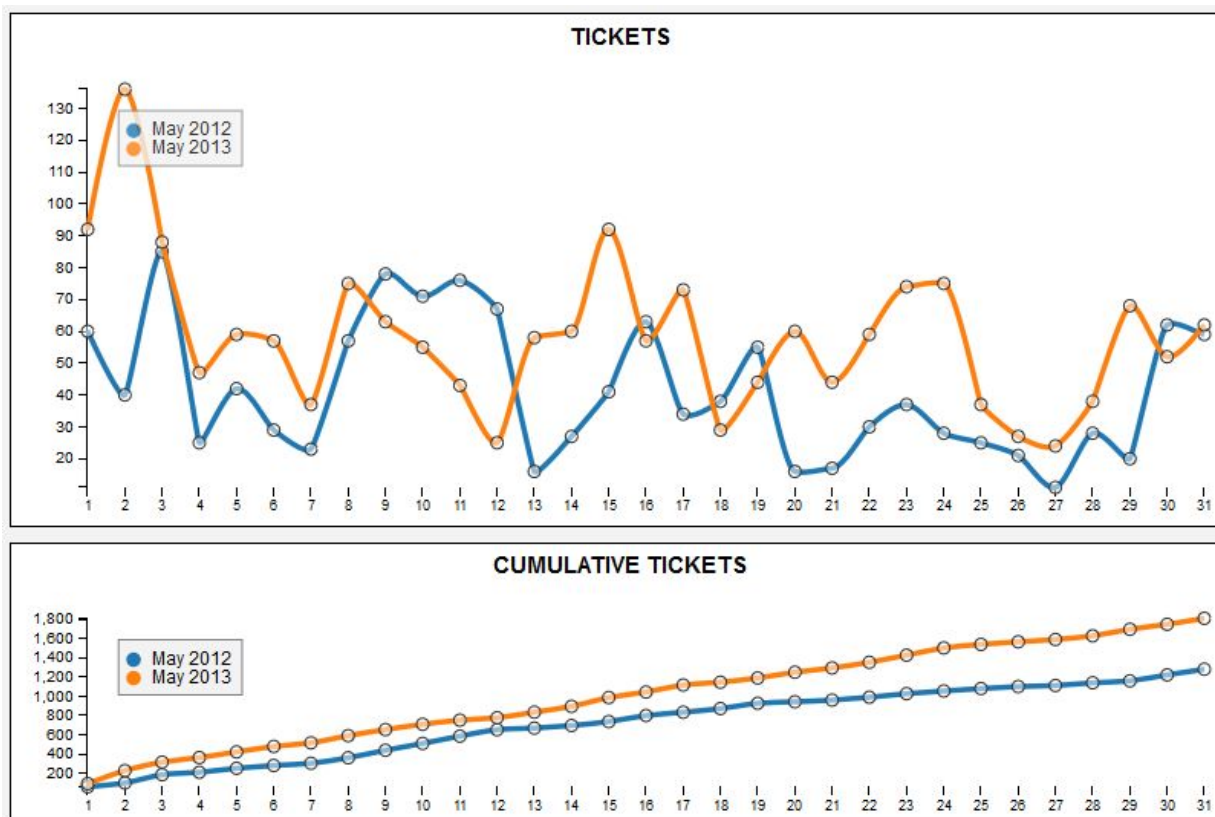
“

**Virtually any report you can dream up is possible, thanks to Prekindle's flexible reporting controls.**

|        |   |     |   |      |   |   |
|--------|---|-----|---|------|---|---|
| Within | ▼ | May | ▼ | 2012 | ▼ | <input checked="" type="checkbox"/> vs. |
| Within | ▼ | May | ▼ | 2013 | ▼ | <input type="checkbox"/> vs.            |

## COMPARE PERIODS

Choose two or more similar date ranges to make quick, insightful comparisons. Check sales and rebates, and make note of peaks, improvements, or shortfalls.



*Period Comparison Reports*

|              | Tickets      | Events   | Face Value          | Fees Earned        | Total               |
|--------------|--------------|----------|---------------------|--------------------|---------------------|
| <b>TOTAL</b> | <b>12642</b> | <b>-</b> | <b>\$231,930.40</b> | <b>\$32,663.95</b> | <b>\$264,594.35</b> |
| JAN          | 1076         | 22       | \$14,305.00         | \$2,164.90         | \$16,469.90         |
| FEB          | 1013         | 24       | \$13,767.00         | \$2,177.70         | \$15,944.70         |
| MAR          | 1211         | 21       | \$24,269.00         | \$4,049.20         | \$28,318.20         |
| APR          | 1226         | 20       | \$25,321.00         | \$4,068.95         | \$29,389.95         |
| MAY          | 2363         | 15       | \$70,497.00         | \$6,636.20         | \$77,133.20         |
| JUN          | 271          | 15       | \$3,250.00          | \$542.00           | \$3,792.00          |
| JUL          | 343          | 24       | \$4,599.00          | \$686.00           | \$5,285.00          |
| AUG          | 507          | 29       | \$7,384.00          | \$1,055.00         | \$8,439.00          |
| SEP          | 1258         | 31       | \$16,505.00         | \$2,549.00         | \$19,054.00         |
| OCT          | 1345         | 25       | \$19,199.70         | \$2,966.50         | \$22,166.20         |
| NOV          | 1164         | 16       | \$18,543.20         | \$3,151.00         | \$21,694.20         |
| DEC          | 865          | 15       | \$14,290.50         | \$2,617.50         | \$16,908.00         |

*Exportable, tabular views are available for all reports*

## EVENT TARGETING

Any report can be narrowed down to inspect or compare specific events from the past, present, and future.

Default Tickets EDIT

All Events EDIT

All Customers EDIT

All Venues EDIT

No filter

Title contains

Custom list  Type part or all of a title or performer here. CLEAR SEARCH

**Selected Events**

no events selected

SAVE

*Event Filter Example*

## EVENT CHANNEL TRACKING

Use unique trackable links to gain insight into which channels are performing, and which ones are not.

### Promote With These Links

You can track views and sales from each of these unique links if you use them each for specific campaigns. We've created a few for you already, and some of them are used by Prekindle to promote your event through different channels. You can make your own any time.

|                        |   | Views | Sales |
|------------------------|---|-------|-------|
| <b>Default</b>         | <a href="http://www.prekindle.com/promo/id/24390158212428282">http://www.prekindle.com/promo/id/24390158212428282</a> | 504   | 119   |
| <b>Facebook</b>        | <a href="http://www.prekindle.com/promo/id/24390158212428283">http://www.prekindle.com/promo/id/24390158212428283</a> | 1192  | 871   |
| <b>Twitter</b>         | <a href="http://www.prekindle.com/promo/id/24390158212428284">http://www.prekindle.com/promo/id/24390158212428284</a> | 11    | 0     |
| <b>Pinterest</b>       | <a href="http://www.prekindle.com/promo/id/24390158212428285">http://www.prekindle.com/promo/id/24390158212428285</a> | 0     | 0     |
| <b>Facebook App</b>    | <a href="http://www.prekindle.com/promo/id/24390158212428286">http://www.prekindle.com/promo/id/24390158212428286</a> | 0     | 0     |
| <b>Newsletter 4.22</b> | <a href="http://www.prekindle.com/promo/id/24545708303022234">http://www.prekindle.com/promo/id/24545708303022234</a> | 601   | 155   |

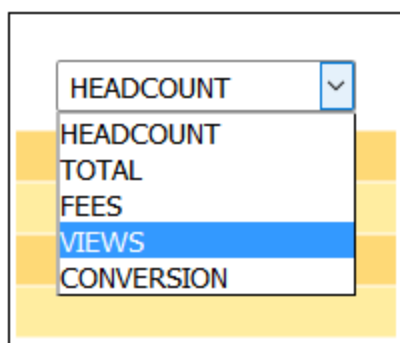
**CREATE** a new promotion link

*Channel Tracking*

## EVENT COMPARISONS

At a glance, compare performance of upcoming events, or targeted comparison events.

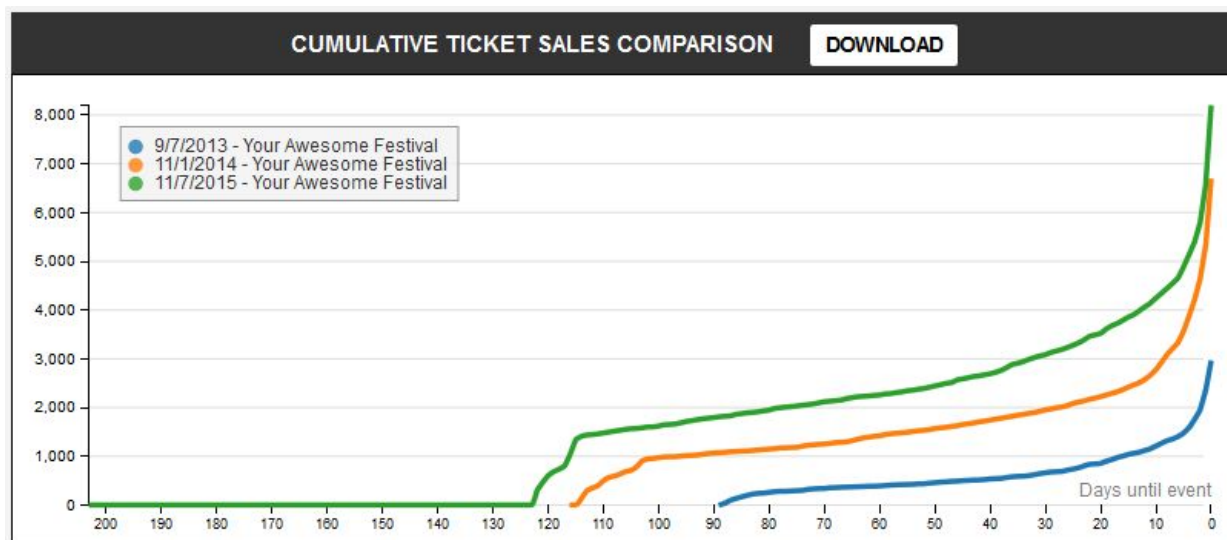
| EVENT HEADCOUNT                              |  | HEADCOUNT |
|--|--|-----------|
| 7/1/2016 - My Awesome Event #2 (The Venue)   |  | 68        |
| 8/10/2016 - My Awesome Event #1 (The Venue)  |  | 67        |
| 8/26/2016 - My Awesome Event #3 (The Venue)  |  | 65        |
| 7/21/2016 - My Awesome Event #14 (The Venue) |  | 55        |
| 7/24/2016 - My Awesome Event #10 (The Venue) |  | 19        |
| 6/30/2016 - My Awesome Event #4 (The Venue)  |  | 15        |
| 9/21/2016 - My Awesome Event #12 (The Venue) |  | 15        |
| 9/29/2016 - My Awesome Event #7 (The Venue)  |  | 11        |
| 7/24/2016 - My Awesome Event #8 (The Venue)  |  | 6         |
| 6/29/2016 - My Awesome Event #5 (The Venue)  |  | 4         |
| 7/22/2016 - My Awesome Event #6 (The Venue)  |  | 3         |
| 8/17/2016 - My Awesome Event #15 (The Venue) |  | 1         |



Choose to order and display by the following key metrics.

## YEAR OVER YEAR COMPARISONS

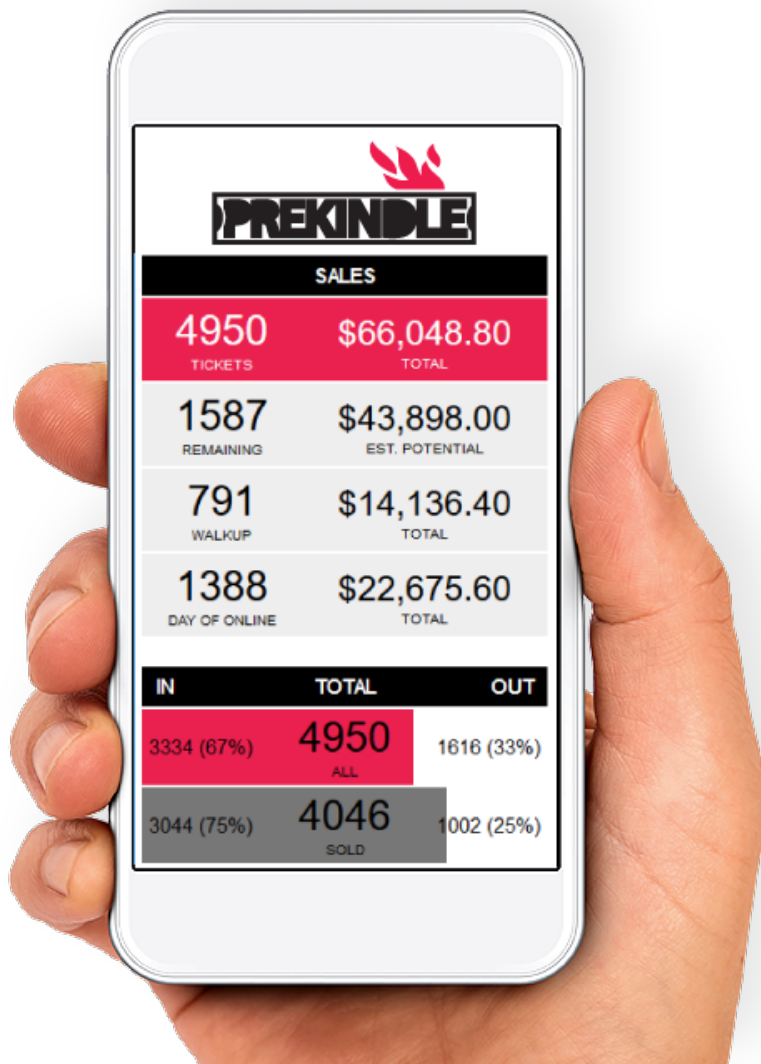
Compare the sales curve between multiple events with year-over-year (YOY) graphs. With these visualization, you can quickly gauge your performance relative to another event.



*Year Over Year (YOY) Report*

## DAY-OF EVENT REPORTING

Bookmark Prekindle's day-of metrics page for quick access to the important metrics of the day from your mobile device.



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Get the numbers you need without the trip to the box-office.



## CUSTOMER REPORTING

Prekindle's customer reporting exposes the details of your customer information and behavior. Top zipcodes, visualized map, exportable mailing lists, and customer drill-downs give you the tools you need to market your events.

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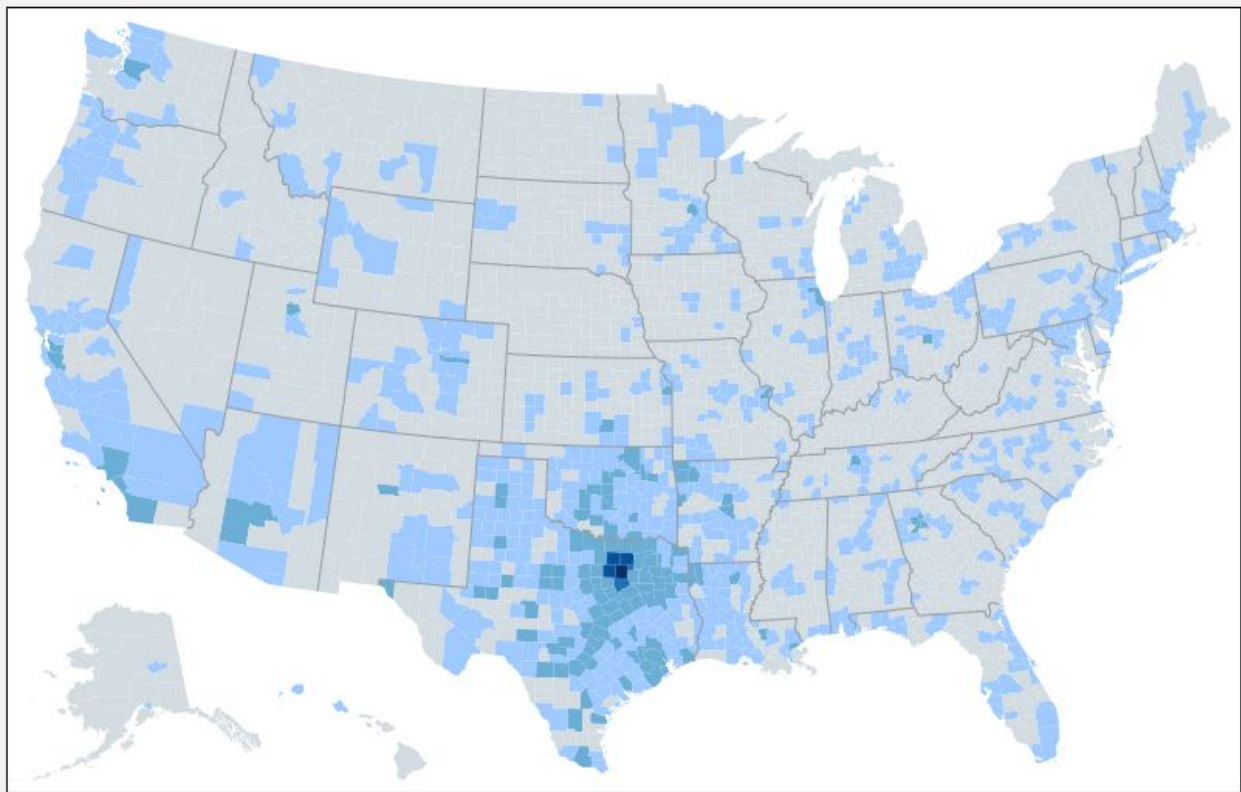
Pinpoint your best customers so that you can better serve and reward them.

| TOP 5 ZIPCODES <span>DOWNLOAD</span> |        |       |              |
|--------------------------------------|--------|-------|--------------|
| Zipcode                              | City   | State | Tickets Sold |
| 75214                                | Dallas | TX    | 1272         |
| 75215                                | Dallas | TX    | 989          |
| 75216                                | Dallas | TX    | 832          |
| 75217                                | Dallas | TX    | 543          |
| 75218                                | Dallas | TX    | 222          |

*Top Zipcodes*

| OPT-IN CUSTOMER DATA                       |   |  |
|--|---|--|
| <b>28,268</b> all<br><span>DOWNLOAD</span> | <b>28,193</b> purchasers<br><span>DOWNLOAD</span> | <b>103</b> guests<br><span>DOWNLOAD</span> |

*Exportable Email Mailing Lists*



*Customer Map Visualization*

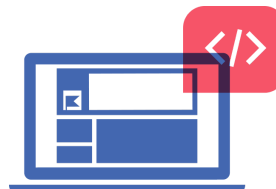
## DETAILED TRANSACTIONAL LOGGING

Monitor detailed transactional logs to audit credit card charges and refunds. Roll data up daily or monthly. Inspect the history of face values, fees, and taxes.

| Date               | Type       | Amount | Qty. | Tickets |        |      |     | Merchandise |      |    | Print & Mail |        | Filtered |        |
|--------------------|------------|--------|------|---------|--------|------|-----|-------------|------|----|--------------|--------|----------|--------|
|                    |            |        |      | Base    | Rebate | PK   | Tax | Qty.        | Base | PK | S&H          | Amount |          | Rebate |
| 6/22/2016 7:43 AM  | Web Charge | 53.00  | 1    | 45.00   | 7.00   | 1.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 8:10 AM  | Web Charge | 44.00  | 2    | 36.00   | 6.00   | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 8:28 AM  | Web Charge | 72.00  | 2    | 60.00   | 10.00  | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 8:31 AM  | Web Charge | 84.00  | 2    | 72.00   | 10.00  | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 9:18 AM  | Web Charge | 140.00 | 2    | 120.00  | 18.00  | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 9:22 AM  | Web Charge | 27.00  | 1    | 22.00   | 4.00   | 1.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 9:41 AM  | Web Charge | 58.00  | 2    | 48.00   | 8.00   | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 10:06 AM | Web Charge | 84.00  | 2    | 72.00   | 10.00  | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 10:14 AM | Web Charge | 48.00  | 2    | 40.00   | 6.00   | 2.00 | -   | 0           | -    | -  | -            | -      | -        | -      |
| 6/22/2016 10:17 AM | Web Charge | 84.00  | 3    | 72.00   | 9.00   | 3.00 | -   | 0           | -    | -  | -            | -      | -        | -      |

## GOOGLE ANALYTICS & FACEBOOK PIXEL

Paste tracking pixels into any of your event pages, right from the Prekindle dashboard.



## CUSTOM BUILT REPORTS

Missing something? Prekindle is committed to providing you with the data that you need. Work with your client rep to access any data that is not currently visible on your dashboard. Remember, it's your data. Demand it.

[clients@prekindle.com](mailto:clients@prekindle.com)

## MORE INFORMATION

Visit <http://www.prekindle.com/sell-tickets>

Ask [clients@prekindle.com](mailto:clients@prekindle.com)