

Audience Insights

Collecting the evidence for 2024



Hello!

Thank you for participating in Performing Arts Forum's Audience Insights project. Katy Raines from Indigo and I are collaborating to support arts centres, theatres and festivals get the evidence you need to grow and broaden audiences. We aim to answer your Who?, How?, Why? and So What? questions about your audiences. You can also use the Audience Insights in funding applications and reports to stakeholders.

This element of the project focuses on box office data for events in 2024 and compares it with 2023, 2022 and 2019. We will answer these questions:

- How are we doing?: number of events
- How are we doing?: tickets sold
- How are we doing?: % capacity excluding comps
- Are we maximising income?: average value per ticket sold
- Are we maximising income?: average annual income per ticket buyer
- How many customers have purchased for the first time?
- How many customers have I retained from the previous year?
- How engaged are they?: % of ticket buyers purchasing for one event only
- Do we have a resurgence of the late booking problem? % of orders within seven days of the event?
- How many customers purchasing in this year can we communicate with?

I will send you a report that shows you your organisation's results and, if you have participated in the project before, your trends, comparing them to the average for organisations like yours.

I will be the only person to see your results apart from you. I will only share with anyone else the aggregated averages and ranges for all festivals, small-scale venues and large-scale venues.

Here are the step-by-step instructions, so log into Ticketsolve and let's get started.

Step 1: Tell me about your programme

Open the Excel spreadsheet you downloaded along with these step-by-step instructions. Save it with this filename: **TFInsights_Results_[your organisation name]**

Enter your organisation name in the spreadsheet as you want it to appear on your report. Then tell me anything out of the ordinary you think I should know about your programme in 2024. We want to show the overall impact of your organisation so if you programmed any unticketed events in 2024, please enter the number of people who attended – estimate if you need to.

Did you sell tickets in 2024 through anyone else's ticketing system? For example, a promoter may have sold some tickets through their own channels. If so, please enter the number of tickets in the spreadsheet (this is because they won't be recorded on your Ticketsolve system).

Step 2: Get rid of duplicates

It is important that there are as few duplicate customer records as possible on your system. If there are more than a handful, you will appear to have kept too few customers and have too many first-time attenders and customers who have only bought tickets for one event. Here's how to run Ticketsolve's deduplication routine:

<https://ticketsolve.zendesk.com/hc/en-us/articles/209689963>

If you have large numbers of duplicates, you might want to consider asking the Ticketsolve team to do a mass deduplication for you: <https://ticketsolve.zendesk.com/hc/en-us/articles/12787216675732-Mass-customer-deduplication>

Step 3: Exclude any events that weren't yours

What to include

We want to look at the overall impact of your organisation on the community so INCLUDE all these types of event for 2024:

- events by professional artists
- light entertainment and popular culture
- amateur events
- venue rentals or hires for arts and entertainment performances and workshops
- events that your organisation has programmed and promoted outside your venue eg in community centres (but exclude tours of the same event outside your catchment area)
- films, workshops and participatory events.

What to leave out

There are some types of activity in 2024 that it would make sense to exclude from the analysis. If you sell tickets on behalf of other promoters for events that do not take place in your venue or are not part of your festival then you should EXCLUDE them.

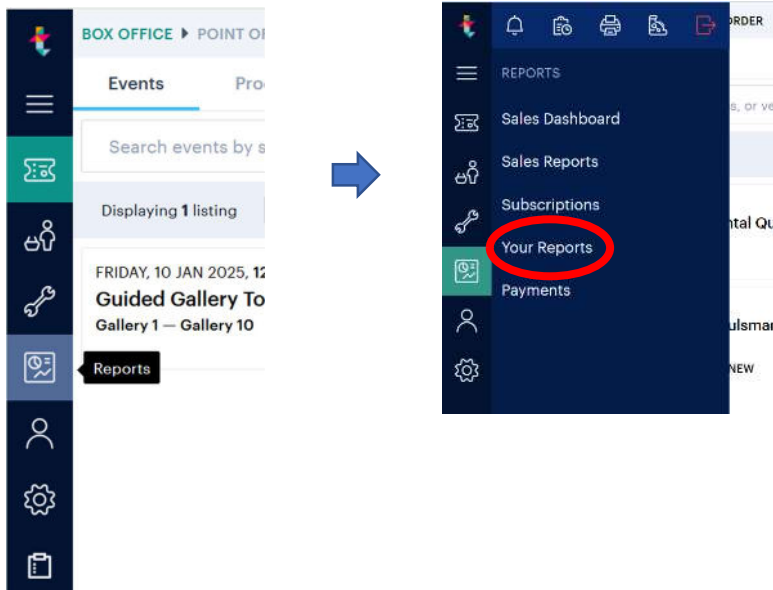
Please also exclude things like car parking, restaurant bookings or sales of artworks from your gallery. If in doubt, email me at heather@heathermaitland.co.uk.

Exclude them by doing ONE of the following:

- Add all shows that should be excluded to a program (call it something like "Exclusion" program) and then exclude that program from reports using the **Events in program for** filter
- Add all shows to a category (call it something like "Exclusion" category) and then exclude that category from reports using the filter **Events in category**
- When creating your 2024 reports, use the filter **Saw shows** to exclude the shows you don't want.

Step 4: Create your 2024 report

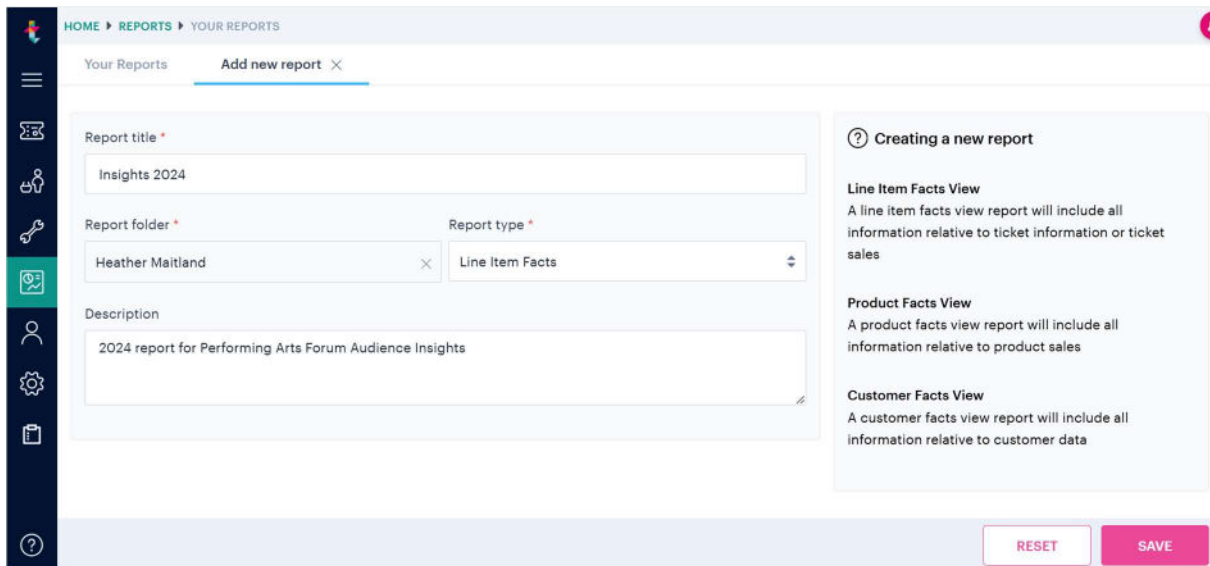
Go into **Reports** then into **Your Reports**



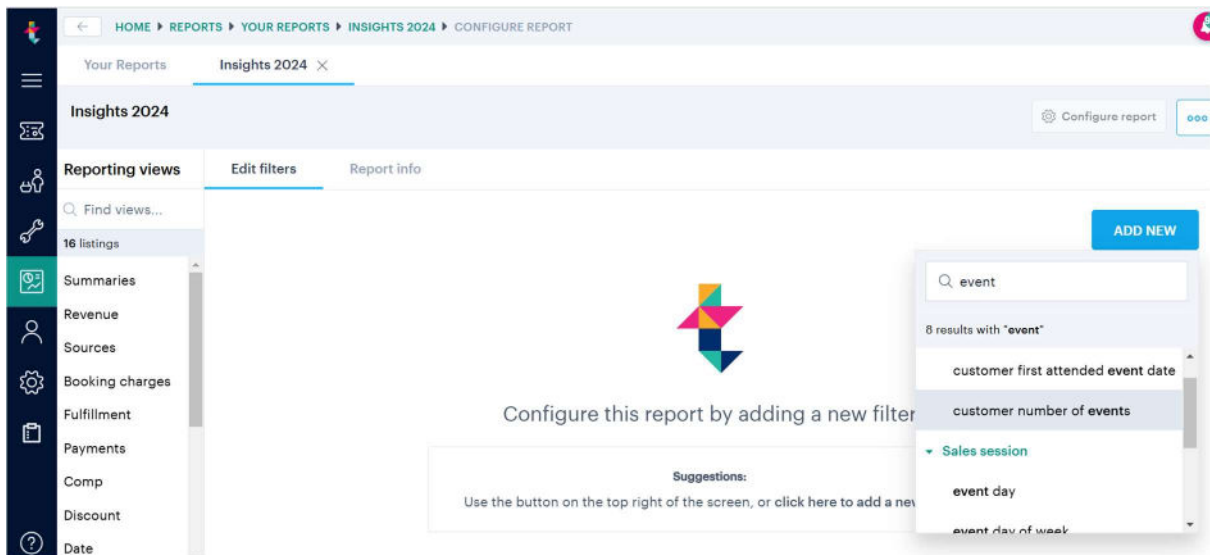
Click on **Add New** and select **Report** from the drop-down menu



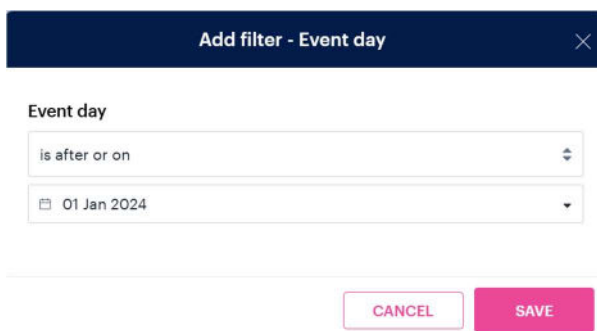
Give the report the name **Insights 2024** and a description, choose the folder where you want to save it and select the Report Type **Line Item Facts**. Now click on **Save** in the bottom right hand corner of the screen.



Add a filter by clicking on **ADD NEW** and selecting **event day**



In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2024**. Click on **Save**



Add another filter by clicking on **ADD NEW** and selecting **event day** again.

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2024**. Click on **Save**

We want to exclude complimentary tickets so add another filter. Click on **Add New**. This time select **ticket price**

In the pop up box, select **that is greater than or equal to** and then underneath enter **1**. Click on **Save**. This means we will only include customers who have spent at least €1 on at least one ticket.

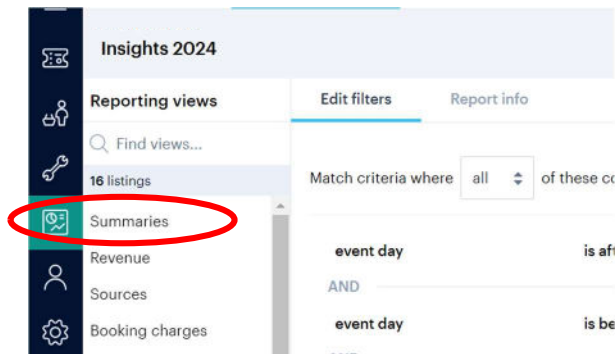
If you decided in Step 2 that you needed to exclude some events, click on **ADD NEW** and select whichever of the following filters you chose to use in Step 3:

- Events in program for
- Events of category
- Saw show

Now tick in the red boxes to **exclude** the shows, program or category you don't want. Click on **Save**.

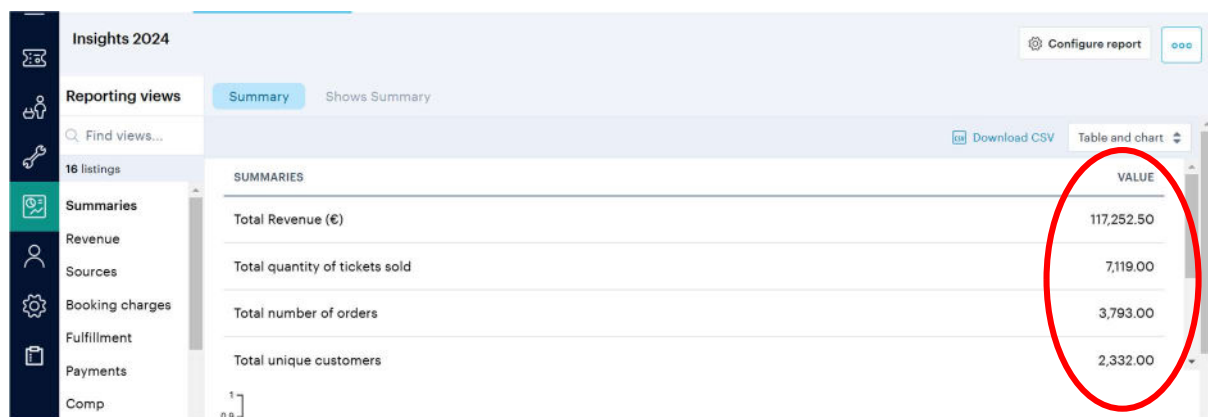
Step 5: Getting the answers: how are we doing?

Click on the Reporting view **Summaries**

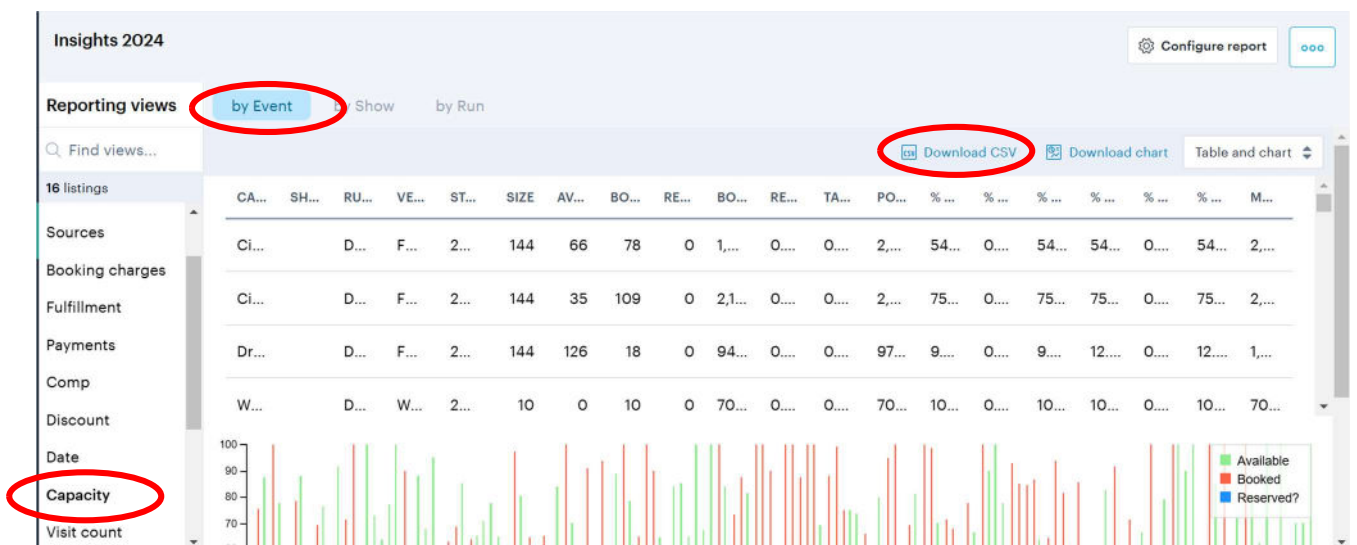


Enter the following figures from the data table into the spreadsheet:

- Total revenue (€)
- Total quantity of tickets sold
- Total unique customers



Now click on the Reporting view **Capacity** and then click on the tab **By event**.



Click on **Download CSV** and save it, naming the file **Capacity2024_[your organisation name]**
 Make sure you save it on a drive you can access as you'll need to send it to me.

Now tidy up the data in the report to remove cancelled shows. Here's how.

Open the report you saved in Excel. (Don't log out of Ticketsolve because you'll need your 2024 report again in a few minutes). Click in a cell in the table and sort it smallest to largest by the **Booked** column (column H). You'll find the Sort button under the Data tab.

The events at the top of the report will now be those with very low or no ticket sales. For each cancelled show, delete the figure in the **Size** column (column F). You may also want to exclude livestreamed events with very low ticket sales completely so delete the figures in both the **Booked** and the **Size** columns. (You'll see your show names and venue layouts but I've blanked them out in the screenshots below)

1	Capacity	Show ref	Run name	Venue lay	Start time	Size	Available	Booked	Reserved?	booked	reserved	target	â, p
2	De				#####	242	242	0	0	0	0	0	0
3	De				#####	242	242	0	0	0	0	0	0
4	Bc				#####	242	242	0	0	0	0	0	0
5	Of				#####	242	242	0	0	0	0	0	0
6	Pr				#####	242	242	0	0	0	0	0	0
7	Pr				#####	242	242	0	0	0	0	0	0
8	W				#####	200	200	0	0	0	0	0	0
9	W				#####	200	200	0	0	0	0	0	0
10	Sti				#####	242	242	0	0	0	0	0	0
11	Fil				#####	242	242	0	0	0	0	0	0
12	Fil				#####	242	242	0	0	0	0	0	0
13	At				#####	242	242	0	0	0	0	0	0
14	W				#####	200	199	1	0	0	0	0	0
15	W				#####	200	199	1	0	15	0	0	0
16	W				#####	200	199	1	0	10	0	0	0
17	Bli				#####	200	199	1	0	10	0	0	0



1	A	B	C	D	E	F	G	H	I	J	K	L	
1	Capacity	Show ref	Run name	Venue lay	Start time	Size	Available	Booked	Reserved?	booked	reserved	target	â, p
2	De				#####		242	0	0	0	0	0	0
3	De				#####		242	0	0	0	0	0	0
4	Bo				#####		242	0	0	0	0	0	0
5	ON				#####		242	0	0	0	0	0	0
6	Pri				#####		242	0	0	0	0	0	0
7	Pri				#####		242	0	0	0	0	0	0
8	W				#####		200	0	0	0	0	0	0
9	W				#####		200	0	0	0	0	0	0
10	Stil				#####		242	0	0	0	0	0	0
11	Filr				#####		242	0	0	0	0	0	0
12	Filr				#####		242	0	0	0	0	0	0
13	Ab				#####		242	0	0	0	0	0	0
14	W				#####		199	1	0	0	0	0	0
15	W				#####		199	1	0	15	0	0	0
16	W				#####		199	1	0	10	0	0	0
17	Bli				#####		199	1	0	10	0	0	0
18	W				#####		199	1	0	10	0	0	0
19	W				#####		199	1	0	10	0	0	0

Please also check the **Size** figure for any events, like workshops or livestreams, where you only intended to sell a certain number of tickets but the **Size** remains at maximum capacity. Change the **Size** figure to the capacity intended.

Add up the remaining figures in the **Size** column. Go down to the bottom row of the report and delete the total in column F. Enter **=SUM(F2:F[whatever the bottom row is])** and hit Enter. Add the resulting total to your Audience Insights Results spreadsheet in the **2024 Size** row.

Now all you need to do is count the number of events. Go down to the bottom row of the report and delete the total you just entered in column F. Enter **=COUNT(F2:F[whatever the bottom row is])** and hit Enter. Add the resulting count to your Audience Insights Results spreadsheet in the **2024 Total events** row.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
267	Junior Musicals: The Default		Stage NEW #####			242	0	242	0	4750	0	0	4750	100	0	100
268	Junior Musicals: The Default		Stage NEW #####			242	0	242	0	4580	0	0	4580	100	0	100
269	Junior Musicals: The Default		Stage NEW #####			242	0	242	0	4755	0	0	4755	100	0	100
270	Ballet Ireland Presen Default		Stage NEW #####			242	0	242	0	6300	0	0	6300	100	0	100
271	Ballet Ireland Presen Default		Stage NEW #####			242	0	242	0	6245	0	0	6245	100	0	100
272	Total	undefined	undefined	undefined	undefined	48438	30984	24658	0	369792.3	0	0	642069.3	undefined	undefined	undefined

Step 6: Getting the answers - how many are late bookers?

Go back to your Insights 2024 report in Ticketsolve and click on the Reporting view **Date** and then the tab **by Days before**.

DATE ANALY...	BOOKED - RE...	BOOKED - NE...	BOOKED - Q...	RESERVED - ...	RESERVED - ...	SINGLE ORD...	NUMBER OF ...	NUMBER OF ...
-7	3,914.00	3,914.00	224	0.00	0	123	53	58
-6	3,217.00	3,217.00	190	0.00	0	115	55	59
-5	3,716.00	3,716.00	321	0.00	0	110	49	53
-4	2,655.00	2,655.00	153	0.00	0	96	41	46

Scroll down the data table until you reach -7 in the **Date Analysis** column. Add up the figures for rows **-7 to 0** in the **Single Orders** column. Enter the resulting total in the spreadsheet.

Now scroll down to the bottom of the data table and enter the figure in the **Total** row for the whole **Single Orders** column into the spreadsheet.

Insights 2024

Reporting views: by Days before (selected), by Hour of purchase, by Day of week of purchase, by Week of purchase, by Month of purchase, by Date

Download CSV, Download chart, Table and chart

16 listings	DATE ANALY...	BOOKED - RE...	BOOKED - NE...	BOOKED - Q...	RESERVED - ...	RESERVED - ...	SINGLE ORD...	NUMBER OF ...	NUMBER OF ...
Sources	21	-40.00	-40.00	0	0.00	0	1	1	1
Booking charges	25	10.00	10.00	2	0.00	0	1	1	1
Fulfillment	28	366.00	366.00	61	0.00	0	1	1	1
Payments									
Comp									
Discount									
Date									
Total		117,252.50	117,252.50	7119	0.00	0	3893		

Legend: Booked - Revenue (€), Reserved - Revenue (€)

These two figures will give us the percentage of orders within seven days of the event.

Step 6: Getting the answers - how engaged are they?

Now click on the Reporting view **Visit count** and then check the **by Events number** tab is highlighted. Look at the **Occurrences** column and enter the figure for **1 visit** in the spreadsheet.

Insights 2024

Reporting views: by Events number (selected), by Customer

Download CSV, Download chart, Table and chart

16 listings	VISIT COUNT	OCCURENCES
Discount	1	1859
Date	2	272
Capacity	3	94
Visit count	4	45
Tickets count		
Pricing		
Geography		

Legend: Occurrences

Step 7: Getting the answers - how many are new customers?

Click on the **three turquoise dots** towards the top right of your screen and select **Duplicate to**.

Insights 2024

Reporting views: by Events number, by Customer

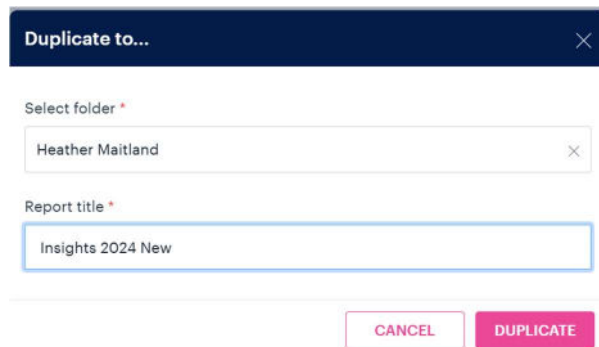
Download CSV, Download chart, Table and chart

16 listings	VISIT COUNT	OCCURENCES
Discount	1	1859
Date	2	272
Capacity	3	94
Visit count	4	45
Tickets count		
Pricing		
Geography		

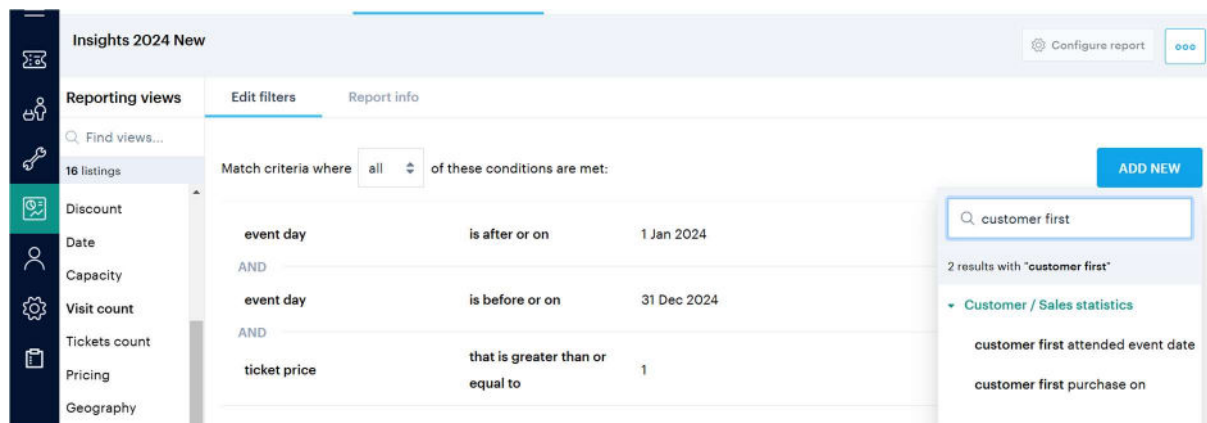
Legend: Occurrences

Menu options: Download..., Manage customers..., Duplicate to..., Move to..., Delete report

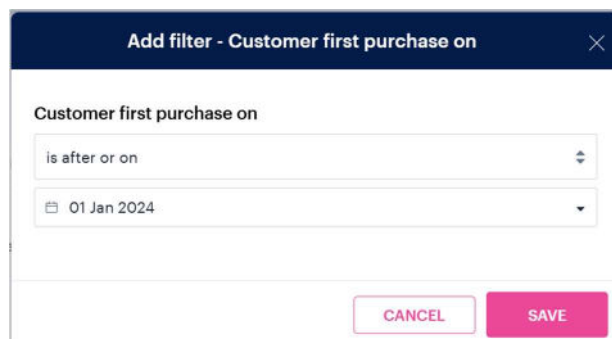
In the pop up box, select the folder where you are saving these reports and give the report the title **Insights 2024 New**. Click on **Duplicate**.



We need to add two more filters so click on **ADD NEW** and select **customer first attended event date**



In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2024**. Click on **Save**



Click on **ADD NEW** and again select **customer first attended event date**

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2024**. Click on **Save**

Add filter - Customer first attended event date ✕

Customer first attended event date

is before or on

📅 31 Dec 2024

CANCEL
SAVE

Click on the Reporting view **Summaries**

Match criteria where all of these conditions are met:

- event day is after or on 1 Jan 2024
- AND
- event day is before or on 31 Dec 2024
- AND
- ticket price that is greater than or equal to 1
- AND
- customer first purchase on is after or on 1 Jan 2024
- AND
- customer first attended event date is before or on 31 Dec 2024

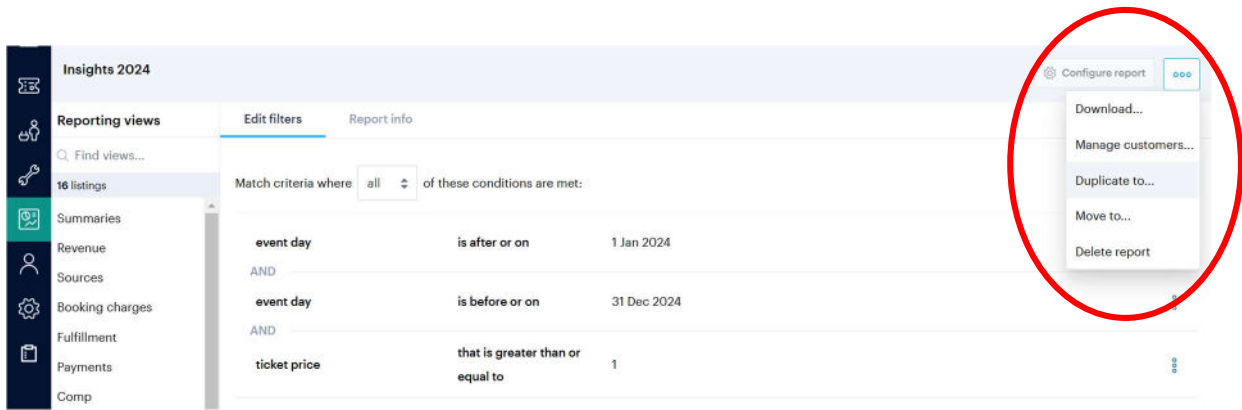
Enter the figure for **Total unique customers** in the spreadsheet

SUMMARIES	VALUE
Total Revenue (€)	53,066.00
Total quantity of tickets sold	3,128.00
Total number of orders	1,595.00
Total unique customers	1,291.00

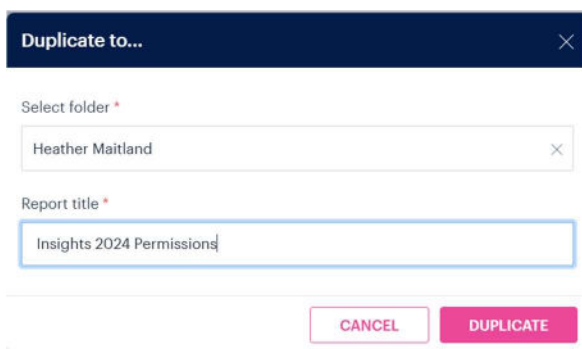
Step 8: Getting the answers – how many can we communicate with?

Close the **Insights 2024 New** report. Reopen your **Insights 2024** report.

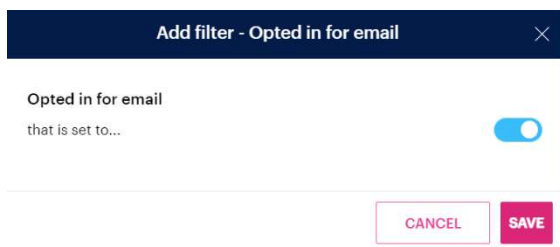
Click on the **three turquoise dots** towards the top right of your screen and select **Duplicate to**.



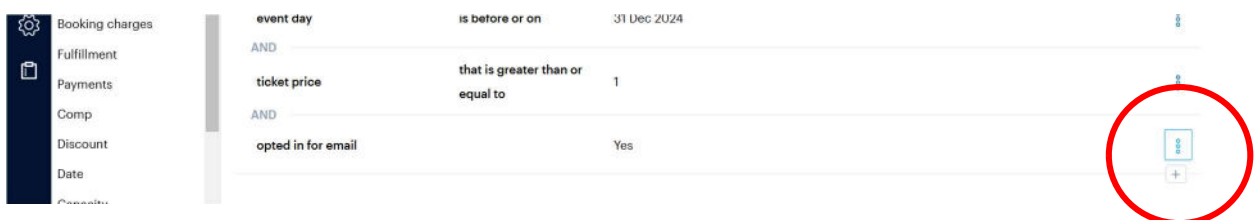
In the pop up box, select the folder where you are saving these reports and give the report the title **Insights 2024 Permission**. Click on **Duplicate**.



Add another filter by clicking on **ADD NEW** and selecting **Opted in for email**. Slide the **that is set to** button to the right so it turns turquoise and click on **Save**.



Hover the cursor over the three blue circle icon to the right of the **Opted in for email** filter you have just added. Click on the plus icon.



Select **Opted in for mail**. Slide the **that is set to** button to the right so it turns turquoise and click on **Save**. Note that there is an OR in between your two "Opted in for" filters. That

means that the filters will select people who have opted in for email OR opted in for mail OR opted in for both.

event day	is after or on	1 Jan 2024	filter icon
AND			
event day	is before or on	31 Dec 2024	filter icon
AND			
ticket price	that is greater than or equal to	1	filter icon
AND			
opted in for email		Yes	filter icon
OR			
opted in for mail		Yes	filter icon

Click on the Reporting view **Summaries**.

Enter the figure for **Total unique customers** in the spreadsheet

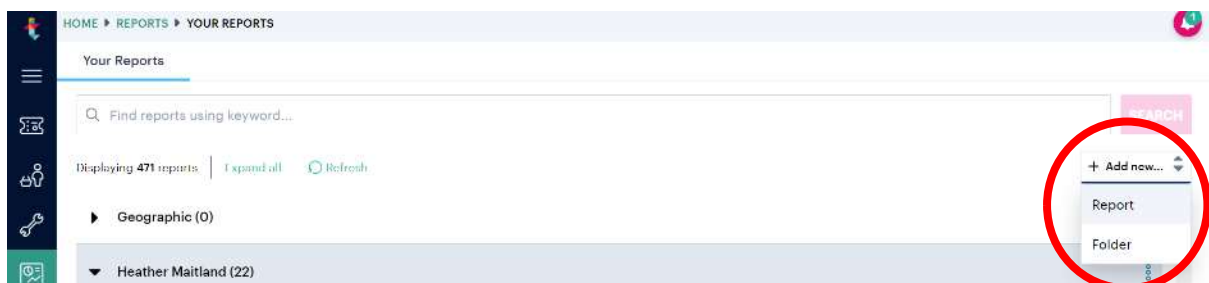
SUMMARIES		VALUE
Total Revenue (€)		51,695.50
Total quantity of tickets sold		3,229.00
Total number of orders		1,713.00
Total unique customers		875.00

Step 9: Getting the answers – how many have we kept?

We need to see how many of the customers buying tickets in 2023 also bought tickets in 2024. We'll start by extracting 2023 ticket buyers.

Close your **Insights 2024 Permission** report and your **Insights 2024** report.

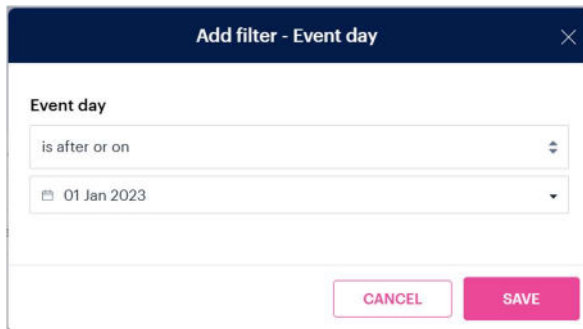
Click on **Add New** and select **Report** from the drop down menu.



Give the report the name **Insights 2024 Kept** and a description, choose the folder where you want to save it and select the Report Type **Line Item Facts**. Now click on **Save** in the bottom right-hand corner of the screen.

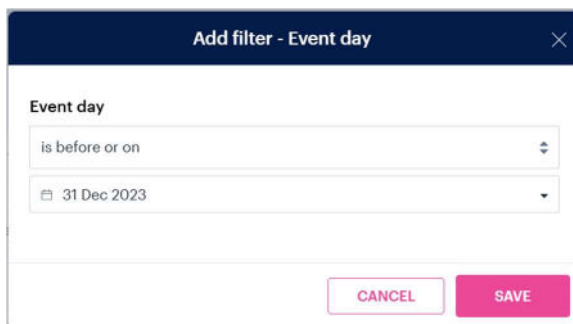
Just as you did before, add a filter by clicking on **ADD NEW** and selecting **event day**.

In the pop up box, select **is after or on** from the drop down menu then click on the calendar icon and select **01 January 2023**. Click on **Save**

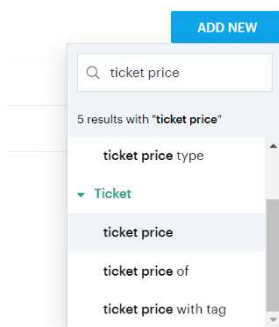


Add another filter by clicking on **ADD NEW** and selecting **event day** again.

In the pop up box, select **is before or on** from the drop down menu then click on the calendar icon and select **31 December 2023**. Click on **Save**



We want to exclude complimentary tickets so add another filter. Click on **Add New**. Select **ticket price**



In the pop up box, select **that is greater than or equal to** and then underneath enter **1**. Click on **Save**. This means we will only include customers who have spent at least €1 on at least one ticket.



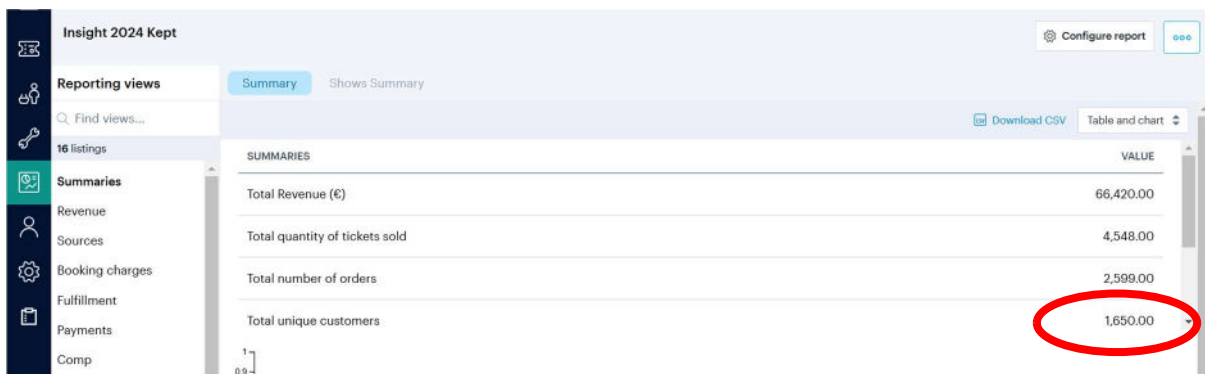
If you decided in Step 2 that you needed to exclude some events, click on **ADD NEW** and select whichever of the following filters you chose to use in Step 3:

- Events in program for
- Events of category
- Saw show

Now tick in the red boxes to **exclude** the shows, program or category you don't want. Click on **Save**.

Click on Reporting view **Summaries**

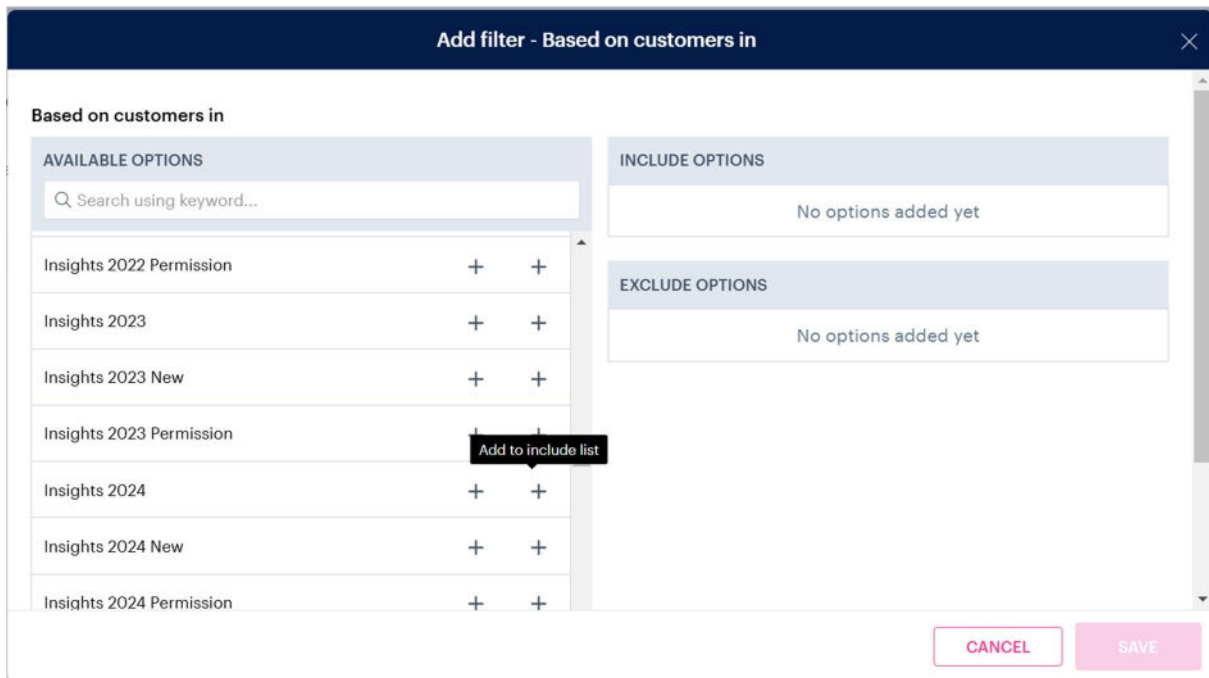
Enter the figure for **Total unique customers** in your spreadsheet.



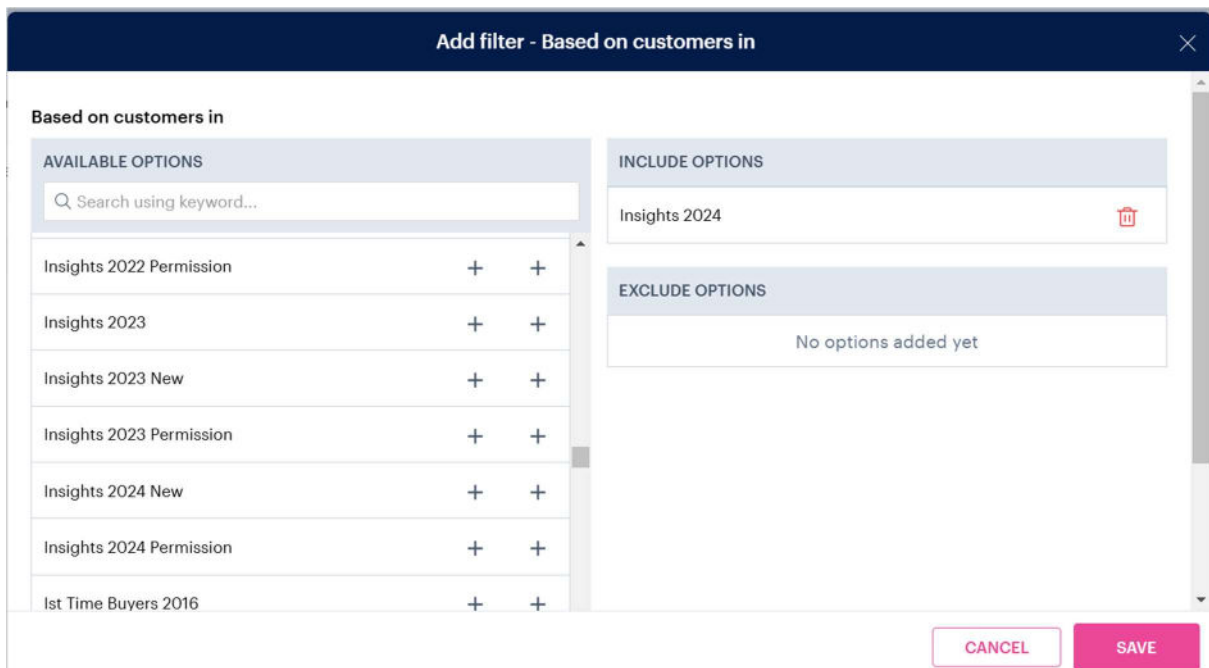
Now we need to find out how many of them also bought tickets in 2024. Click on **Configure report**.

Click on **ADD NEW** and select **based on customers in**.

Scroll to find your **Insights 2024** report. Click on the **+ symbol** in the second column.



You should see your **Insights 2024 report** appear under **INCLUDE OPTIONS**. Click on **Save**.



Click on **Summaries** and enter the figure for **Total unique customers** into the spreadsheet.

Check that it looks sensible. It should be smaller than the figure for **2023 Total unique customers**.

Close your **Insights 2024 Kept** report and log out of Ticketsolve.

And that's it!

Please send me the following at heather@heathermaitland.co.uk

- your spreadsheet **PAInsights[your organisation name].xlsx**
- your Capacity report for 2024

A huge thank you

Best wishes
Heather