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: <u>https://ticketsolve.zendesk.com/hc/en-us/articles/12787216675732-Mass-customer-deduplication</u>

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.

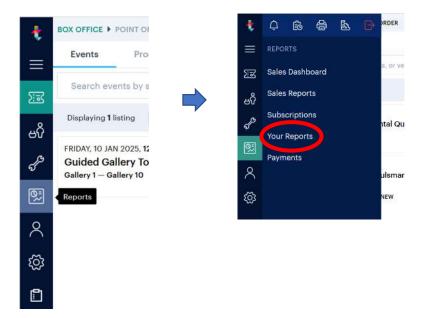
Please also exclude things like car parking, restaurant bookings or sales of artworks from your gallery. If in doubt, email me at <u>heather@heathermaitland.co.uk</u>.

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.

	YOUR REPORTS		
Your Reports	Add new report ×		
Report title * Insights 20 Report folder Heather Ma Description		\$	 Creating a new report Line Item Facts View A line item facts view report will include all information relative to ticket information or ticket sales Product Facts View A product facts view report will include all information relative to product sales Customer Facts View
()			A customer facts view report will include all information relative to customer data RESET SAVE

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

Your Reports	Insights 2024 $ imes$		
Insights 2024			Configure report
Reporting views	Edit filters Report	info	
Q. Find views			ADD NEW
16 listings			
Summaries	i i i i i i i i i i i i i i i i i i i		Q event
Revenue		A 19	8 results with "event"
Sources			
Booking charges			customer first attended event date
Fulfillment		Configure this report by adding a new filter	customer number of events
Payments			 Sales session
Comp		Suggestions: Use the button on the top right of the screen, or click here to add a nev	event day
Discount		ose the sector on the top right of the selecti, of block here to add a net	event day of week
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**

vent day	
is after or on	•
🛱 01 Jan 2024	

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**

event day	
is before or on	\$
🖹 31 Dec 2024	•

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

AL	DD NEW
Q ticket price	
5 results with "ticket price	
+ Price	
ticket price named	1
ticket price type	
 Ticket 	- 1
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.

පරි	Reporting views	Edit filters Re	port info			
	Q. Find views					
P	16 listings	Match criteria where	all 🗘	of these conditions are met:		ADD NEW
6 ,	Summaries					×
0	Revenue	event day		is after or on	1 Jan 2024	8
8	Sources	AND				(+)
্ট্র্য	Booking charges	event day		is before or on	31 Dec 2024	8
	Fulfillment	AND				
Ċ	Payments	ticket price		that is greater than or equal to	1	8
8	Comp			- 50.0 .4 (2000)00-07		

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

<u>िः</u>	Insights 2024					
පරි	Reporting views		Edit filters	Report	t info	
	Q Find views					
S.	16 listings		Match criteria when	e all	\$	of these c
9 ;	Summaries	Ê				
Q	Revenue	L	event day			is af
$ $ \sim	Sources	L	AND			
ැබූ	Booking charges	L	event day			is b
225	booking charges					

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

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

Insights 2024		() Configure report
Reporting views	Summary Shows Summary	
Q Find views		Download CSV Table and chart
16 listings	SUMMARIES	VALUE
Summaries	Total Revenue (€)	117,252.50
Revenue Sources	Total quantity of tickets sold	7,119.00
Booking charges	Total number of orders	3,793.00
Fulfillment Payments	Total unique customers	2,332.00
Comp	1 09-	

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

Reporting views	by Ever	nt	by Sho	W	by Run															
Q Find views														Downlo	ad CSV	🖭 D	ownload	chart	Table a	nd chart
16 listings	CA	SH	RU	VE	ST	SIZE	AV	во	RE	BO	RE	та	PO	%	%	%	%	%	%	м
Sources	Ci		D	F	2	144	66	78	0	1,	0	0	2,	54	0	54	54	0	54	2,
Booking charges																				
Fulfillment	Ci		D	F	2	144	35	109	0	2,1	0	0	2,	75	0	75	75	0	75	2,
Payments	Dr		D	F	2	144	126	18	0	94	0	0	97	9	0	9	12	0	12	1,
Comp	w		D	W	2	10	0	10	0	70	0	0	70	10	0	10	10	0	10	70
Discount																				
Date	90		11	E. a		1		-11		11 1		1.1		11	11.					Available

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 b Show refe Run name Venue laye	Start time Siz	e	Available	Booked	Reserved	booked â	, reserved	âtarget â,- I
2	De Trincia Trining	1########	242	242		0	(0 0	0
3	De	I#########	242	242	C	0	(0 0	0
4	Bc	*****	242	242	C	0 0	(0 0	0 0
5	10	I#####################################	242	242	C	0	(0 0	0 0
6	Pr	*########	242	242	C	0	(0 0	0 0
7	Pri	*########	242	242	C	0	(0 0	0 0
8	W	*########	200	200	C	0	(0 0	0 0
9	W	·########	200	200	C	0 0	(0 0	0
LO	Sti	******	242	242	C	0 0	(0 0	0 0
11	Fil		242	242	C	0	(0 0	0 0
12	Fil	!########	242	242	C	0	(0 0	0 0
L3	At	*########	242	242	C	0	(0 0	0
14	W	******	200	199	1	0	(0 0	0 0
.5	W	I############	200	199	1	0	15	5 0	0 0
.6	W	******	200	199	1	0	10	0 0	0
17	Bli		200	199	1	0	10	0 0	0 0

	A	В	С	D	E	F	G	н	1	J	K	L
1	Capacity b	Show refe	Run nan	ne Venue	lay Start time	Size	Available	Booked	Reserved?	booked â	reserved a	target â,- p
2	De				#########		242	C	0	C	0	0
3	De				*****		242	C	0	C	0	0
4	Bo:				******		242	C	0	C	0	0
5	ON				*****		242	C	0	C	0	0
6	Pri				*****	ł	242	C	0	C	0	0
7	Pri				########	4	242	C	0	C	0	0
8	Wé				*****		200	C	0	C	0	0
9	Wa				#########		200	C	0	C	0	0
10	Stil				#########		242	C	0	C	0	0
11	Filr				*****	ŧ.	242	C	0	C	0	0
12	Filr				########		242	C	0	C	0	0
13	Ab				*****		242	C	0	C	0	0
14	Wa				#########		199	1	. 0	C	0	0
15	Wa				*****		199	1	. 0	15	0	0
16	Wa				#########		199	1	. 0	10	0	0
17	Blis				*****		199	1	. 0	10	0	0
18	Wa				*****		199	1	. 0	10	0	0
19	Wa				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1	199	1	. 0	10	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.

Clipboar	d 15	i.		Font	L2	A	ignment	5	N	umber	12	S	tyles		Cells	
F272	~	$: \times$	$\sqrt{f_x}$	=SUM(F2:	F271)											
A		В	С	D	E	F	G	н	1	J	К	L	M	N	0	Р
67 Junior	Music	als: The	Default	Stage NE	v ########	242	0	242	0	4750	0	0	4750	100	0	100
68 Junior	Music	als: The	Default	Stage NE	w#########	242	0	242	0	4580	0	0	4580	100	0	100
69 Junior	Music	als: The	Default	Stage NE	v ########	242	0	242	0	4755	0	0	4755	100	0	100
270 Ballet I	reland	Presen	Default	Stage NE	w########	242	0	242	0	6300	0	0	6300	100	0	100
71 Ballet I	reland	Presen	Default	Stage NE	W ########	242	0	242	0	6245	0	0	6245	100	0	100
72 Total	ur	defined	undefin	edundefine	dundefined	48438	30984	24658	0	369792.3	0	0	642069.3	undefinedu	ndefined	Indefine

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**.

Insights 2024									© Co	onfigure report
Reporting views	(by Days before	by Hour of p	ourchase by	Day of week of	ourchase by	Week of purchas	e by Month	of purchase	by Date 💽 +3
Q Find views							😡 Do	wnload Office	Download chart	Table and chart 🌻
16 listings		DATE ANALY	BOOKED - RE	BOOKED - NE	BOOKED - Q	RESERVED	RESERVED	SINGLE ORD	NUMBER OF	NUMBER OF
Sources	-	-7	3,914.00	3,914.00	224	0.00	0	123	53	58
Booking charges Fulfillment	L	-6	3,217.00	3,217.00	190	0.00	c	115	55	59
Payments	L	-5	3,716.00	3,716.00	321	0.00	o	110	49	53
Comp	L	-4	2,655.00	2,655.00	153	0.00	0	96	41	46
Discount Date Capacity		18000 - 16000 - 14000 -						\smile		ooked - Revenue (€) eserved - Revenue (€)
Visit count		12000 -								

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.

							() C	onfigure report
by Days before	by Hour of p	ourchase by	Day of week of I	ourchase by	Week of purcha	se by Mor	th of purchase	by Date 💽
					🗐 Do	wnload CSV	🕅 Download chart	Table and chart
DATE ANALY	BOOKED - RE	BOOKED - NE	BOOKED - Q	RESERVED	RESERVED	SINGLE ORD	NUMBER OF	NUMBER OF
21	-40.00	-40.00	0	0.00	0	1	1 1	1
25	10.00	10.00	2	0.00	o	1	1 1	1
28	366.00	366.00	61	0.00	0	1	1 1	1
Total	117,252.50	117,252.50	7119	0.00	0	3893		
	DATE ANALY 21 25 28	DATE ANALY BOOKED - RE 21 -40.00 25 10.00 28 366.00	DATE ANALY BOOKED - RE BOOKED - NE 21 -40.00 -40.00 25 10.00 10.00 28 366.00 366.00	DATE ANALY BOOKED - RE BOOKED - NE BOOKED - Q 21 -40.00 -40.00 0 25 10.00 10.00 2 28 366.00 366.00 61	DATE ANALY BOOKED - RE BOOKED - NE BOOKED - Q RESERVED 21 -40.00 -40.00 0 0.00 25 10.00 10.00 2 0.00 28 366.00 366.00 61 0.00	DATE ANALY BOOKED - RE BOOKED - Q RESERVED RESERVED 21 -40.00 -40.00 0 0 0 25 10.00 10.00 2 0.00 0 28 366.00 366.00 61 0.00 0	DATE ANALY BOOKED - RE BOOKED - Q RESERVED RESERVED SINGLE ORD 21 -40.00 -40.00 0 0.00 0 1 25 10.00 10.00 2 0.00 0 1 28 366.00 366.00 61 0.00 0 1	by Days before by Hour of purchase by Day of week of purchase by Week of purchase by Month of purchase DATE ANALY BOOKED - RE BOOKED - NE BOOKED - Q RESERVED RESERVED SINGLE ORD NUMBER OF 21 -40.00 -40.00 0 0.00 0 1 1 25 10.00 10.00 2 0.00 0 1 1 28 366.00 366.00 61 0.00 0 1 1

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 202	4			@ Co	nfigure report	000
Reporting vie	ws by Events number	by Customer				
Q Find views			B Download CSV	🕅 Download chart	Table and chart	\$
16 listings	VISIT COUNT				OCCURENCES	
Discount	1				1859	
Date						/
Capacity	2				272	
Visit count	3				94	
Tickets count	4				45	
Pricing						
Geography	2000 - 1800 - 1				Cocurence:	rs.

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.**

ß	Insights 2024		۲	Configure report	000
3	Reporting views	by Events number by Customer		Download	Ì
	Q. Find views	圖 Download CSV 题 Do <mark>r</mark> nloa	ad cł	Manage customer	°\$
6	16 listings	VISIT COUNT		Duplicate to	
]	Discount	1	_	Move to	
	Date			Delete renort	-
	Capacity	2		272	
3	Visit count	3		94	
	Tickets count	3		12	
	Pricing	4		45	
	Geography	2000		Cccurence	es

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**.

Duplicate to	×
Select folder *	
Heather Maitland	×
Report title *	
Insights 2024 New	
	CANCEL DUPLICATE

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

— Insights 202 হিন্ত	24 New			Configure report
eporting vie	Edit filters Repor	t info		
Q Find views				
5 16 listings	Match criteria where all	of these conditions are met:		ADD NEW
Discount	•			Q customer first
ODate	event day	is after or on	1 Jan 2024	
Capacity	AND			2 results with "customer first"
 Kisit count 	event day	is before or on	31 Dec 2024	 Customer / Sales statistics
Tickets count	AND			customer first attended event date
Pricing	ticket price	that is greater than or equal to	1	customer first purchase on
Geography		oqual to		

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**

Customer first purchase of	on	
is after or on		4
🗎 01 Jan 2024		,

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**

60 SL 46	2	
Customer first attended even	t date	
is before or on		
🗇 31 Dec 2024		6
	CANCEL	SAVE

Click on the Reporting view **Summaries**

Insights 2024 New				Configure report
Reporting views	Edit filters Report info			
Q Find views				
A strings	Match criteria where all \$ of	these conditions are met:		ADD NEW
Summaries				
Revenue	event day	is after or on	1 Jan 2024	0
Sources	AND			
Booking charges	event day	is before or on	31 Dec 2024	8
Fulfillment	AND			
Payments	ticket price	that is greater than or equal to	1	8
Comp	AND			
Discount	customer first purchase on	is after or on	1 Jan 2024	8
Date	AND			+
Capacity	customer first attended event	is before or on	31 Dec 2024	8
2 Visit count	date			0

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

Insights 2024 New		Configure report
Reporting views	Summary Shows Summary	
Q Find views		Download CSV Table and chart \$
16 listings	SUMMARIES	VALUE
Summaries	Total Revenue (€)	53,066.00
Revenue Sources	Total quantity of tickets sold	3,128.00
Booking charges	Total number of orders	1,595,00
Fulfillment Payments	Total unique customers	1,291.00
Comp	1	

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.**

					\frown
Insights 2024				© co	nfigure report 000
Reporting views	Edit filters Report i	nfo			Download
Q Find views					Manage customers
75 16 listings	Match criteria where all	of these conditions are met:			Duplicate to
Summaries					Move to
Revenue	event day	is after or on	1 Jan 2024		Delete report
Sources	AND				
Booking charges	event day	is before or on	31 Dec 2024		
Fulfillment	AND				
Payments	ticket price	that is greater than or equal to	1		0
Comp		equal 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**.

Duplicate to		×
Select folder *		
Heather Maitland		×
Report title *		
Insights 2024 Permissions		

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**.

pted in for email $ imes$
CANCEL 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.

হ্ট্ৰে	Booking charges	event day	is before or on	31 Dec 2024	8
Ĉ	Fulfillment Payments	ticket price	that is greater than or equal to	1	-
	Comp	AND opted in for email		Yes	8
	Date				+

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	88
event day	is before or on	31 Dec 2024	000
ticket price	that is greater than or equal to	1	8
opted in for emai		Yes	000
opted in for mail		Yes	80

Click on the Reporting view Summaries.

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

Insights 2024 Permis	sion	Configure report
Reporting views	Summary Shows Summary	
Q. Find views		Download CSV Table and chart
16 listings	SUMMARIES	VALUE
Summaries	Total Revenue (€)	51,695.50
Revenue Sources	Total quantity of tickets sold	3,229.00
Booking charges	Total number of orders	1.713.00
Fulfillment		
Payments	Total unique customers	875.00
Comp	0.9-	

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.

HOME + REPORTS + YOUR REPORTS	C
Your Reports	
Q Find reports using keyword	HARCH
O Displaying 471 reports C Refresh	+ Add new 🗘
C Geographic (0)	Report
Heather Maitland (22)	Folder

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**

vent day	
is after or on	\$
🖻 01 Jan 2023	

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**

Event day		
is before or on		÷
茴 31 Dec 2023		•

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

Q ticket price	
5 results with "ticket price	ə"
ticket price type	*
- Ticket	- 1
ticket price	_
ticket price of	
ticket price with ta	ag

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.

Insight 2024 Kept		Ornfigure report
Reporting views	Edit filters Report info	
C. Find views 16 listings	Match criteria where all \$\$ of these conditions are met:	ADD NEW
Revenue Sources	event day is after or on 1 J	an 2023
Booking charges		Dec 2023
Fulfillment Payments Comp	that is greater than or ticket price equal to 1	88

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.

Insight 2024 Kept		Configure report
Reporting views	Summary Shows Summary	
Q Find views		Download CSV Table and chart
16 listings	SUMMARIES	VALUE
Summaries	Total Revenue (€)	66,420.00
Revenue Sources	Total quantity of tickets sold	4,548.00
Booking charges	Total number of orders	2,599.00
Fulfillment Payments	Total unique customers	1.650.00 -
Comp		

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.

	Add filt	er - Base	ed on customers in		
ased on customers in					
AVAILABLE OPTIONS			INCLUDE OPTIONS		
Q Search using keyword				No options added yet	
Insights 2022 Permission	+	+	EXCLUDE OPTIONS		
nsights 2023	+	+		No options added yet	
nsights 2023 New	+	+			
nsights 2023 Permission	Add	to include	ist		
nsights 2024	+	+			
Insights 2024 New	+	+			
Insights 2024 Permission	+	+			

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

Add filt	er - Ba	ased	on customers in	
			INCLUDE OPTIONS	
			Insights 2024	Ū
+	+	-	FXCLUDE OPTIONS	
+	+		No options added yet	
+	+		in second base on round 1961 2020 Cost	
+	+			
+	+			
+	+			
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	+++++++++++++++++++++++++++++++++++++++	+ + + + + + + +	+ + + + + + + + + +	+ + + + + + + + + + + + + + + + + + + + + + + + + +

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 <u>heather@heathermaitland.co.uk</u>

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

A huge thank you

Best wishes Heather