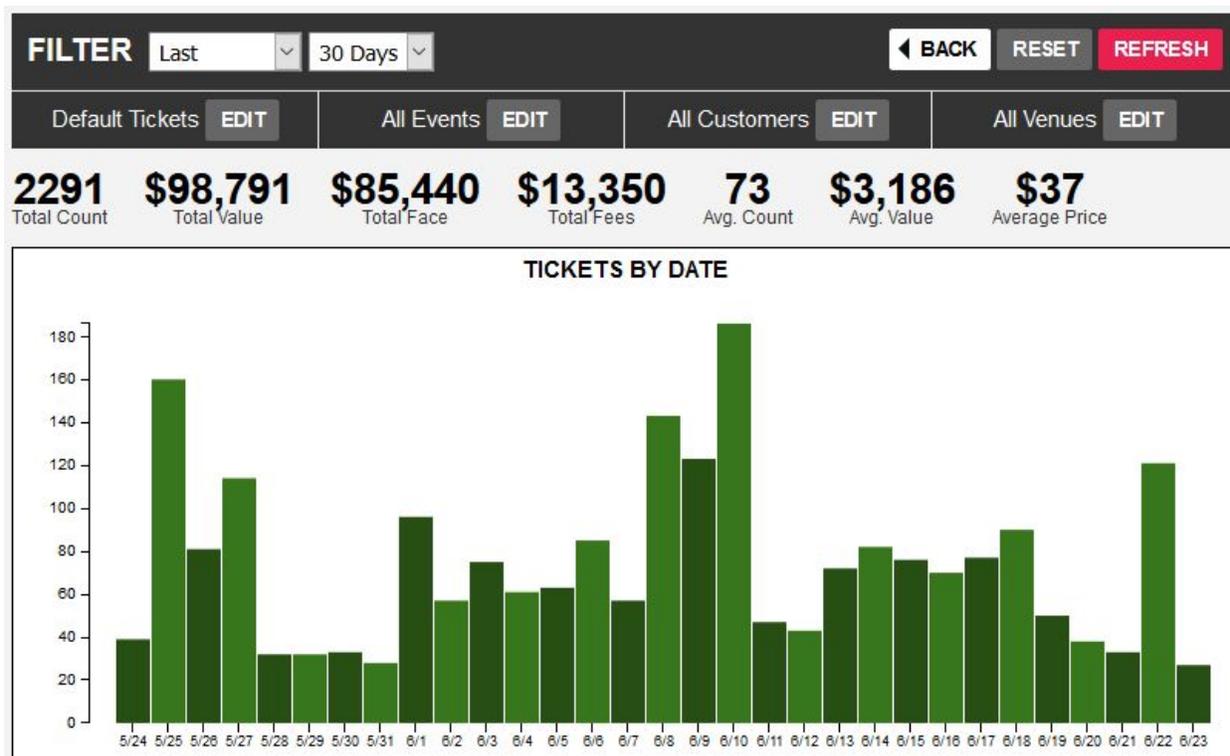




PREKINDLE **REPORTS**

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.

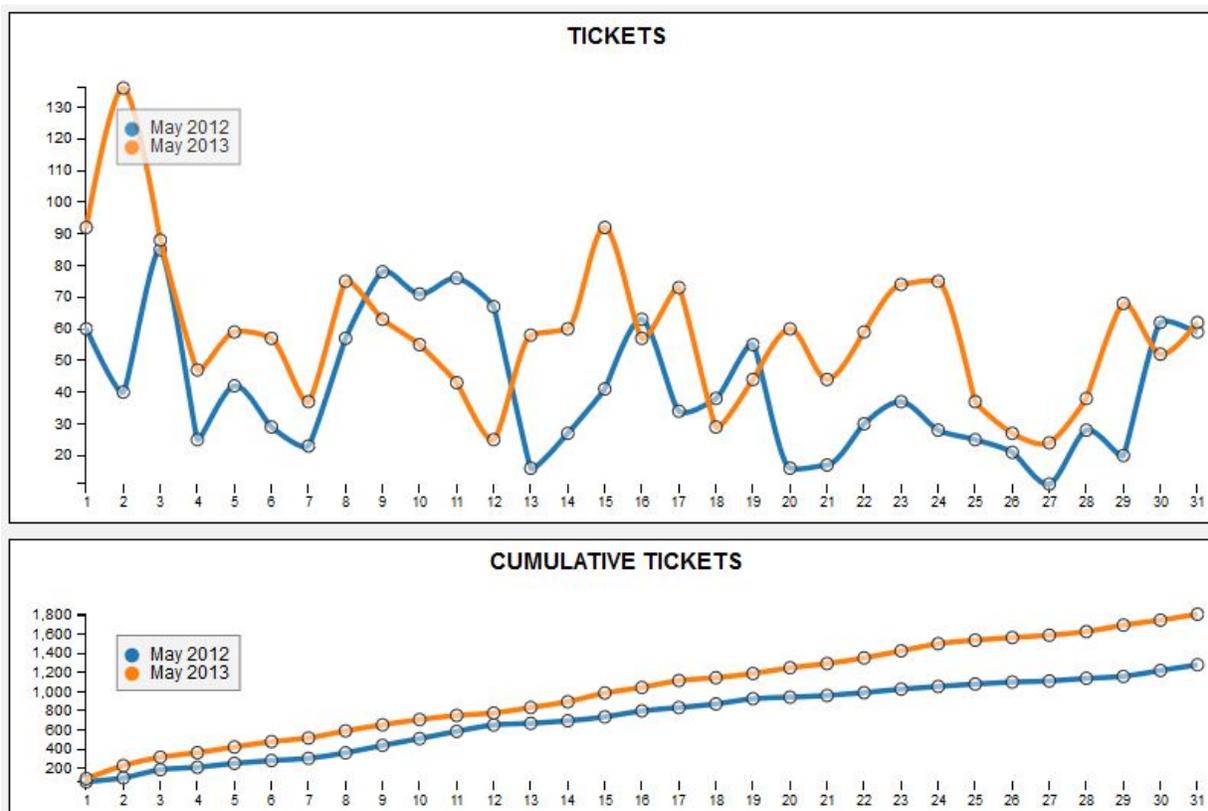
“

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
TOTAL	12642	-	\$231,930.40	\$32,663.95	\$264,594.35
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
Default	http://www.prekindle.com/promo/id/24390158212428282	504	119
Facebook	http://www.prekindle.com/promo/id/24390158212428283	1192	871
Twitter	http://www.prekindle.com/promo/id/24390158212428284	11	0
Pinterest	http://www.prekindle.com/promo/id/24390158212428285	0	0
Facebook App	http://www.prekindle.com/promo/id/24390158212428286	0	0
Newsletter 4.22	http://www.prekindle.com/promo/id/24545708303022234	601	155

CREATE

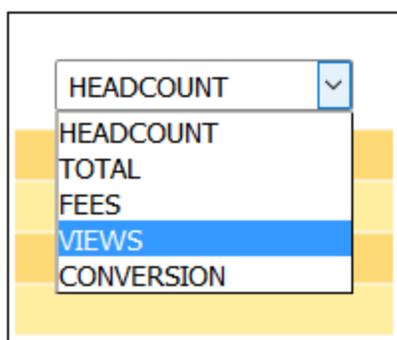
a new promotion link

Channel Tracking

EVENT COMPARISONS

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

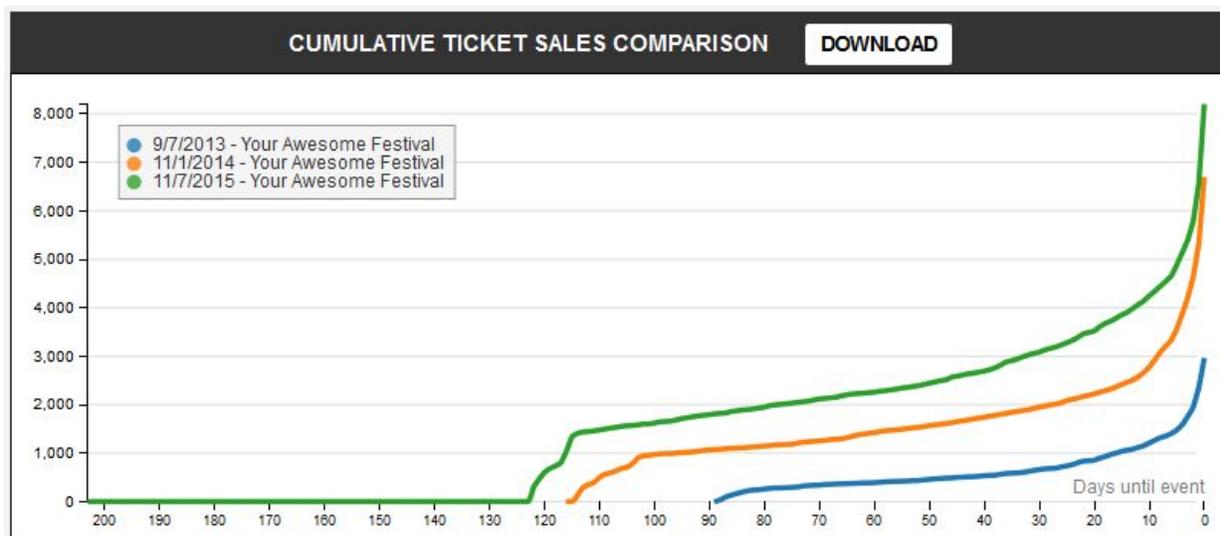
EVENT HEADCOUNT		HEADCOUNT
7/1/2016 - My Awesome Event #2 (The Venue)		68
8/10/2016 - My Awesome Event #1 (The Venue)		67
8/26/2016 - My Awesome Event #3 (The Venue)		65
7/21/2016 - My Awesome Event #14 (The Venue)		55
7/24/2016 - My Awesome Event #10 (The Venue)		19
6/30/2016 - My Awesome Event #4 (The 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

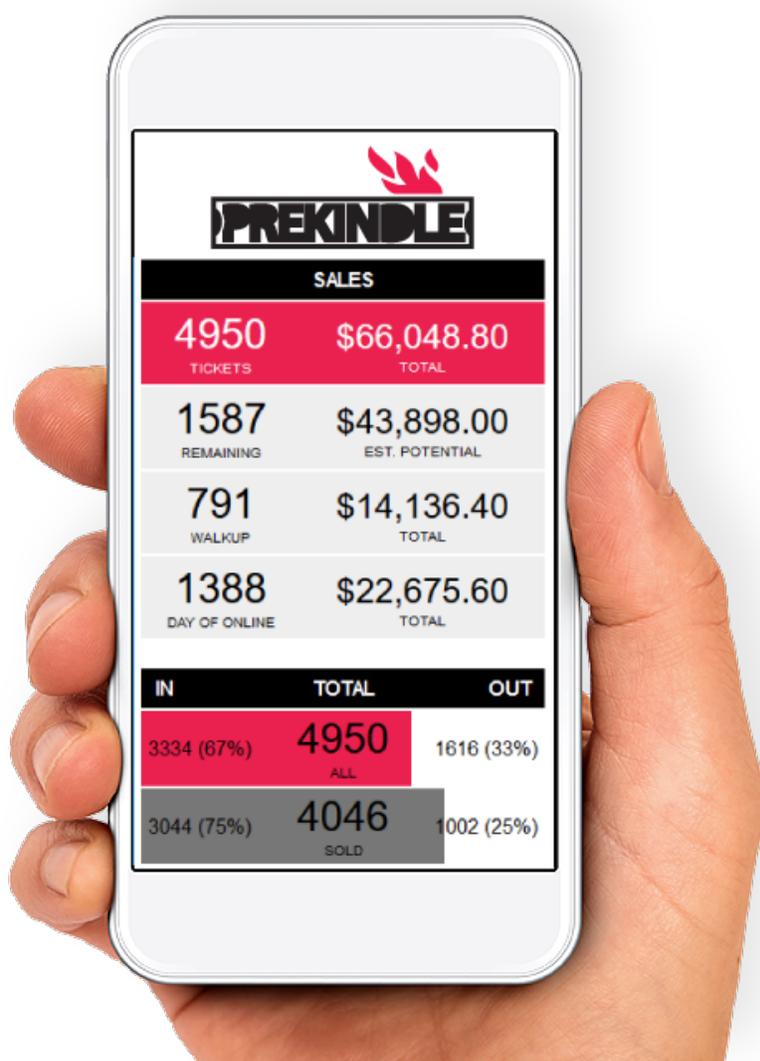
Compare the sales curve between multiple events with year-over-year (YOY) graphs. With these visualization, you can quickly gauge your performance relative to another event.



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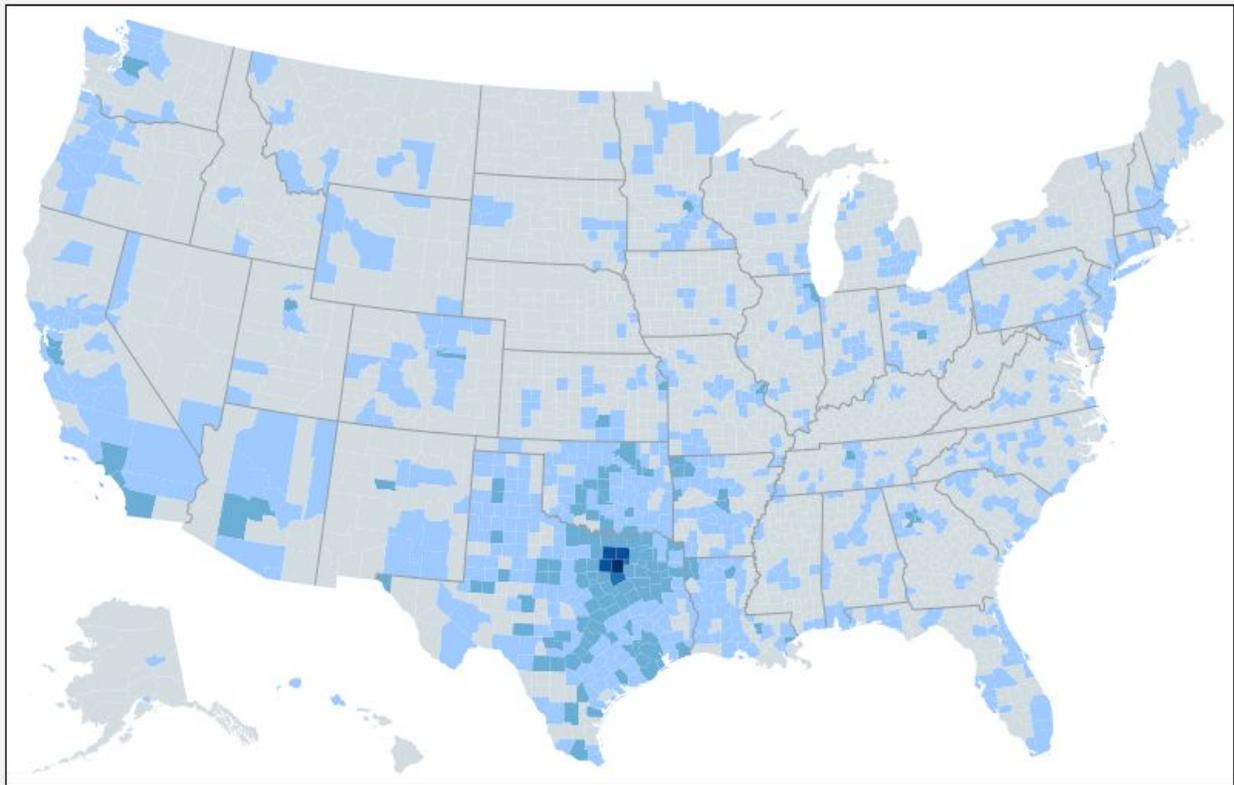
Pinpoint your best customers so that you can better serve and reward them.

TOP 5 ZIPCODES			
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		
28,268 all DOWNLOAD	28,193 purchasers DOWNLOAD	103 guests DOWNLOAD

Exportable Email Mailing Lists



Customer Map Visualization

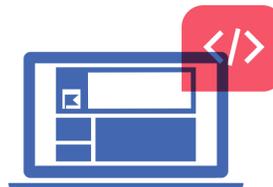
DETAILED TRANSACTIONAL LOGGING

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

MORE INFORMATION

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

Ask clients@prekindle.com