Ticketfly Analytics Dashboard Unlocks Ticket Sales Black Box
Real-time analytics give venues & promoters deep insight into marketing performance for the first time

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Core News Facts:
- Ticketfly, the social ticketing company, today announced the addition of the Ticketfly Analytics Dashboard to its suite of client tools.
- The Ticketfly Dashboard surfaces analytics associated with ticket sales, referrals, website and email data.
- The Ticketfly Analytics Dashboard allows industry decision makers such as promoters, venue owners, marketers and talent buyers to understand which marketing programs are most impactful and see, for the first time, where every ticket buyer started in the purchase process.
- Ticketfly continues to lead the way in the ticketing industry with this powerful, new analytics tool. It squares nicely with Ticketfly's overall vision: to provide clients with the ultimate ticket sales and marketing platform.
- Ticketfly touches all areas of its clients' business – ticketing, social marketing, website and email – and is therefore the only company that can provide real-time analytics for its clients relating to ticket sales, referrals, website traffic and email sends.

Benefits for Users:
- For Promoters and Venues, the Ticketfly Analytics Dashboard:
    - Gives actionable information on how and where to target consumers.
    - Offers insight into what works and what doesn't so marketing efforts can be adapted accordingly.
    - Presents information on how specific shows and acts are performing.
    - Enables clients to understand sell through rates, by event or holistically.
    - Enables clients to understand the health of their businesses over any period of time.
- For Consumers, the Ticketfly Analytics Dashboard will bring:
    - Event data to sites where they spend their time and are most likely to buy tickets.
    - More relevant information derived from targeted analytics on the events about which they will actually care.

How Does the Ticketfly Analytics Dashboard Work?
- Visit this link for a demo on the dashboard: http://vimeo.com/25530140

Ticketfly Analytics Dashboard Features:

- **Ticket Sales Analytics:** Analyze ticket sales data for past and future events and gather insights into the number of sold/unsold tickets, gross and sell through rates.
- **Referrals Analytics**: View referring websites and see how each and every ticket sold. Compare which sites work best to move consumers to buy.
- **Social Marketing Analytics**: Understand how social media moves tickets on a granular level; differentiate between Facebook events and fan-to-fan shares.
- **Website Analytics:** See visitors, page views, time spent on site, and more.
- **Email Analytics:** View sent, opened, clicked and tickets sold stats.
- **Holistic Analytics:** Data across all events, both rear- and forward-looking, or for a specific event, with the ability to focus on specific date ranges.

Recently Added Ticketfly Features:
- **Artist Database:** Ticketfly's Artist Database features detailed information for over 75,000 artists including photos, bios, website and social media links, YouTube videos and more, which helps clients quickly and easily create rich event listings.
- **Integrated Emailer:** Ticketfly's free, integrated email newsletter tool allows clients to quickly and easily create email campaigns from event data already entered in the system.

Quotes:
Andrew Dreskin, co-Founder and CEO, Ticketfly
"Ticketfly's mission has always been to arm our clients with more and better data than they've had access to historically. Every day promoters commit herculean sums of money without access to any real empirical data. Those days are over. Our Analytics Dashboard, for the first time, gives clients visibility into precisely how their tickets have sold. It's extremely compelling stuff."

Sean Porter, Senior VP of Technology, Ticketfly
"The Ticketfly Analytics Dashboard is a big step for the future of ticketing. Promoters and venues will no longer have to guess the ROI on their marketing efforts. For the first time, they will get the up-to-the minute insights they've always wanted. It's tools like this that will make Ticketfly venues and promoters the most knowledgeable and profitable in the industry."

About Ticketfly:
Ticketfly is the leading independent ticketing and social marketing company in the U.S. Ticketfly offers live entertainment venues and promoters fully-integrated ticketing, social marketing, website management and mobile tools, saving them time and money. Ticketfly was created by the team who first brought event ticketing to the web. Recently, Fast Company named Ticketfly one of the Top 10 Most Innovative Companies in Music and Billboard called Ticketfly one of the Five Hot Digital Music Companies to Watch. For more information on Ticketfly, visit www.ticketfly.com. To connect on Facebook, go to www.facebook.com/ticketfly. Follow us on Twitter, via @ticketfly.

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