By the numbers: How AudienceView Professional helps live events organizations increase revenue

5 MIN READ

Here at AudienceView, we're constantly working on new features and strategies to help our clients grow their businesses.

Whether it's through increasing your ticket sales, donations or simply creating a better purchase experience to increase conversion rates, we are continuously updating our platform and working to make AudienceView Professional better.

To help illustrate how folks have achieved success with AudienceView Professional, we complete an analysis of our top 50 most active clients using the solution. Check out these three quick stats from our most active AudienceView Professional clients and how they achieved them.

1. Average annual increase in single ticket revenue of 13.4%

Between 2014 and 2017, AudienceView Professional's most active clients saw **single ticket revenue grow by an average of 13.4%**, or 46% over a three-year period. For comparison, the latest [TCG Theatre Facts](#) pins yearly single ticket revenue growth for the theater industry as a whole at just 3.1%, or 9.6% over the same three year period.

AudienceView Professional clients are afforded several advantages to help separate them from the pack in terms of ticket sales growth.

First, the AudienceView Professional platform contains a **robust suite of tools designed to increase single ticket revenue** such as promo codes.

Second, our **marketing segmentation capabilities and email integrations** allow your team to create lists based on previous behavior and send targeted offers to your audience.

[See how the Athenaeum Theatre increased paid attendance by 94% with AudienceView Professional.](#)

2. Average annual growth in donations of 11.1%

In the same three year period, the most active organizations on AudienceView Professional experienced an **average annual growth in donations of 11.1%**, equating to a 37% increase over the whole period. Looking

back to the TCG Theatre Facts study, the average annual increase for the same period was 5.1%, or 16% for the whole period.

AudienceView Professional users are equipped with several tools to help them increase fundraising revenue. One of these is the ability to ask **ticket buyers to add a donation to their cart** during the checkout process. This helps increase donations and gives fundraising leaders a targeted list of folks to contact for their annual appeals.

AudienceView Professional also has donor profiles which help your team identify key [fundraising](#) opportunities. You can **apply tags to likely donors** and segment by these tags when creating lists for new fundraising campaigns.

Additionally, the [CRM](#) functionality in AudienceView Professional allows you to **assign tasks in batches** to groups of patrons. For instance, you may want to pull a report of $5,000 level donors and assign tasks for your prospect manager to make personal calls to each of these donors. In AudienceView Professional, you can do just that.

[See how the Carpenter Performing Arts Center grew online donations total over 6x with AudienceView Professional.](#)

3. Average annual lift in online order totals of 9.7%

More and more of your customers prefer to buy tickets online. In fact, AudienceView Professional clients now see over half of their ticket sales coming from online channels and **online order totals have increased by 9.7% on average between 2014 and 2017**, or 32% over the entire period.

There are several reasons why this has occurred. First, this is a general industry trend. As evidence of this, according to Capacity Interactive's [Performing Arts Ticket Buyer Media Usage Study](#), **95% of performing arts patrons purchased tickets online in the past 12 months.**

AudienceView Professional has also empowered its clients by making it easier for their customers to purchase tickets online. The AudienceView Professional product team has done a lot of hard work on new features such as the **mobile-responsive consumer interface and enhanced master calendar views** which help support this.

To increase your online ticket sales, it's also important to ensure that you are creating an optimal event discovery and purchase experience on your website.

So, there you have it, just a few of the ways we at AudienceView Professional are helping our clients grow their businesses. To learn more about how you can implement these strategies at your organization, [schedule a demo of the AudienceView Professional solution.](#)