

From Audience Intelligence to Distribution

See how audience insights can inform smarter decisions across the entire audience journey.

Explore the full story: [Beyond the Box Office](#)



UNDERSTAND YOUR AUDIENCE

Connect ticketing, attendance and donation data to build a more complete picture of who is engaging and how they behave.

AudienceView Professional ticketing and donation data flows into AV Digital Marketing customer profiles.

METRICS TO CONSIDER

- Ticket sales & attendance
- Purchase frequency
- Donation activity
- New vs. returning attendees



INCREASE YOUR MARKETING EFFECTIVENESS

Use audience insights to create targeted campaigns and connect marketing activity to ticket revenue.

AV Digital Marketing connects audience, ticketing and marketing data to show what's working and what's driving revenue.

METRICS TO CONSIDER

- Campaign engagement
- Conversion
- Attributed ticket revenue
- Audience segment performance



EXPAND DISCOVERY & DISTRIBUTION

Make it easier to find and buy your events across more channels while keeping the experience connected to your brand.

StubHub

Extend primary inventory to additional marketplaces

menta^{tech}

Offer official resale within your own environment.



Create a more consistent branded experience from discovery through checkout.

METRICS TO CONSIDER

- Sales velocity
- Inventory
- Channel performance
- New audience acquisition
- Ticket revenue



ENCOURAGE REPEAT ATTENDANCE

Identify what brings people back and build experiences that keep them engaged.

Audience intelligence helps you understand behavior over time and focus retention efforts where they matter most.

METRICS TO CONSIDER

- Repeat attendance
- Retention rate
- Membership/subscription renewal
- Customer satisfaction



MAKE SMARTER REVENUE & OPERATIONAL DECISIONS

Use data to uncover new revenue opportunities and improve performance across events, seasons and the organization.

Customizable Donations

Customizable donations at checkout make it easier for audiences to give.

Event Grouping

Group related events to understand performance across series and seasons.

METRICS TO CONSIDER

- Revenue per attendee
- Event or series performance
- Donation revenue & average donation
- Operational costs