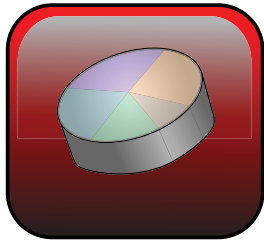




**ProVenueInsight™**

ProVenueInsight from Tickets.com provides venues with an innovative ability to better understand all aspects of their business. From marketing campaign effectiveness, to sales trends, to attendance and order information, now venues can easily analyze and manage their data in a variety of ways to best suit their reporting needs.



## ProVenueInsight™

*Seamless, unprecedented reporting power combined with ease-of-use*

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## Features and Benefits

### **A full suite of reports**

*Industry standard reporting plus.*

Designed to use as-is for your reporting needs. Pull current "season" or "business year" and historical data for a minimum of 7 years. Save report output in a variety of formats such as Excel, PDF, or comma-separated values (CSV) files for analysis and future viewing. Customers can choose to schedule and deliver reports via web, by email, or by FTP.

Standard templates included for the following six different categories:

- Patron Account
- Finance
- Ticket Sales
- Events
- Marketing
- Operations

### **Easy to modify**

*Make reports your own with a simple click of the mouse!*

Produce the reports you need with the user-friendly features built into ProVenueInsight. Quick filtering, sorting, and drill-down capabilities make report modification quick and easy. Change the report's look and feel by switching report views from data table to a chart or graph. Swap out fields and alter charts into meaningful visuals with simple drag and drop functionality.

### **On-demand reporting**

*Create ad-hoc reports with ease.*

Build reports from scratch for more specific business needs. Access and manipulate data using query and other intuitive tools available in ProVenueInsight. Drag and drop results in an easy-to-use report area using multiple display options. Effortlessly incorporate visual elements with a few clicks of the mouse.

### **Data management**

*Turn data into knowledge and insight.*

Manage your data however you like – get the information you need to analyze trends, develop metrics, and enhance customer relations. An organized listing of all data makes report creation simple. Event, patron, and transactional data can all be combined to create custom queries for in-depth analysis of sales trends, initiatives, and all aspects of your ticketing operations. Turn your data into knowledge and insight to market effectively and drive ticket sales!

### **Quicker deployment**

*Faster setup and easier maintenance.*

Unlike other data warehouse reporting tools, ProVenueInsight takes only a short time to implement, and requires minimal effort to maintain after the initial setup.