

MarketHype Customer Data Automatic Collection of Data From Ticketing Systems Instructions

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From Ticketing Systems Instructions

Data-driven

Big, hairy and fluffy?

This is how to work with data-driven practices within the event and experience industry.



MarketHype

About MarketHype

This guide was created in 2024 by MarketHype Sweden AB.

MarketHype is your system for marketing your events and experiences. We efficiently connect your customer data, provide valuable insights and use the latest technology to quickly increase your sales. All data is saved in a secure cloud solution, with built-in functions for proper GDPR management.

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01. Introduction

Data-driven big, hairy and fluffy?

No, it doesn't have to be very advanced. Working with data-driven marketing can be wonderful, and so can the effects of the work. Data driven marketing is about basing your activities and decisions on data instead of gut feelings, where you identify your customers' behaviours, utilise relevant communication and achieve a high level of customer loyalty. In short, the data is your record.

Does your work have to be data-driven? Yes, it does. Your customers receive up to 20,000 messages every day. If you use customer data like the gold mine and hard currency it really is, and in the correct manner, you can stand out from the noise of all the messages. Relevant and personal communication, using the right channels and at the right time, will afford you all the conditions to succeed.

So where do you start? How do you compile all of the scattered Excel lists and what do you need to measure? How can you get more repeat visitors? Calm down. This guide will teach you everything you need to know about getting started. This includes challenges in the event industry and basic starting points, to the collection of data and how to use it.

Let's go!



02. Challenges in the event industry

Your customers aren't buying a shirt. They're buying expectations.

Imagine a person in H&M, looking for a knitted sweater. The clothes are hung neatly, lined up on hangers and the customer can see, touch and try on the clothes. When the customer has found the perfect shirt, they pay and leave the store.

Is this how it works when you sell events and experiences? Hardly. There are a number of challenges when selling experiences – a hotel night, a seat at a football match or a theatre ticket. We list some of them below.

1. Your customers aren't buying a shirt

An experience is not a physical product that the customer can feel and try on – it's not a shirt from H&M. An experience is a service, an expectation, an image of something.

2. Different purchase & consumption times

The customer buys now, but consumes the experience later

3. Changes to the booking

A booking can be changed several times before it is consumed. Options can be removed and added. There may be changes, cancellations and withdrawals.



4. Different perceptions

The perception of what you sell may differ between purchase and reality. However, reality must match what you portray in your communication, otherwise you may end up with dissatisfied customers.

5. Technical limitations

Some sites cannot, for example, award discount codes to encourage customers to sign up for newsletters. Are you subject to any restrictions?

6. The data is dispersed

When selling experiences, data is retrieved from a lot of different places. You must keep track of the data from ticketing systems, social media and entry systems, as you really want to gather all of the channels and systems on which you interact with guests in one place.

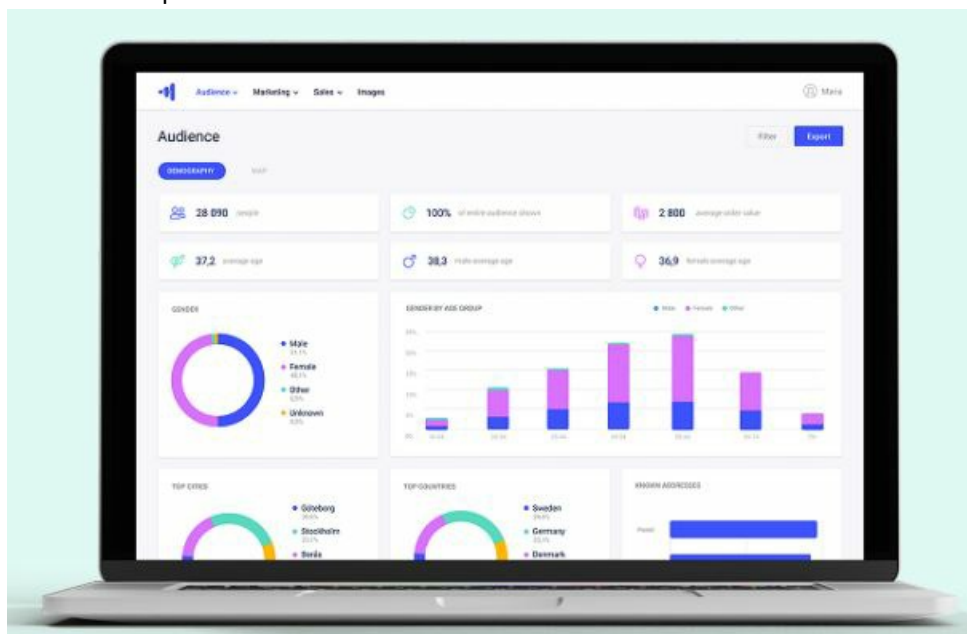
With challenges come opportunities.

The great advantage of experiences is that they are expectations. Your customer can't wait for the day when they can drink and shout in a crowd, enjoy a bubble bath with the love of their lives, or be inspired by a successful speaker. You utilise use your customers' desires and expectations.

03. Data-driven processes are the solution

Reach the right guest, with the right message, in the right channel, at the right time.

Data-driven marketing is about being customer-centric. The more you know about your guests, the more relevant you can be, and the more satisfied your visitors. By now, you've probably realised that your operation should be data-driven, but sometimes it's hard to find the motivation to keep doing it. Which is why, on the next page, you will learn about 10 positive effects of data-driven work.



10 effects you will enjoy from data-driven work:

- ☑ Lots of new know-how and customer awareness
 - segments, target groups and selections
- ☑ Higher spending among your customers
- ☑ More repeat guests
- ☑ Increased customer loyalty
- ☑ Increased occupancy
- ☑ Savings on marketing costs
- ☑ Increased credibility – because you don't spam everyone with everything
- ☑ Opportunity to test crazy
- ☑ Simultaneous visibility on several channels
- ☑ Reach the right guest, with the right message, in the right channel, at the right time



What do you need to measure?

For example, you can measure:

- The costs of selling a ticket or a stay
- How much is spent throughout the guest visit
- How often your customers return
- The length of time between purchase and visit
- How long you retain a visitor
- What you earn from one customer over lifetime
- Customer churn



Psst!

People leave small traces of data all the time at lunch, when the alarm rings in the morning and when Google Assistant is asked for today's weather. It's important that your company gathers the data that is important to your business.

04. The process

Collect. Analyze. Act!

Now the time has finally come. Time for you to be brave and begin the process that will make you a winner. Are you excited? Well, we are!

First, we want to check in and say that the process is just a process. A work process, not a system. This is a different working method, with which you need to get the whole organization on board – otherwise it's not worth it. However, the process need not be difficult. It's mostly about making up your mind and focusing on the benefits of the data-driven process.

The process: 4 steps

1. Collect data
2. Analyze, visualize and segment
3. Act on the data
4. Gain access and build loyalty

Step 1: Collect data

What data sources do you use? Is all of the data required? You probably don't need all of the data but, along with your colleagues, you must clarify what you want to achieve and then choose which data to focus on in order to reach those goals.

Examples of data sources to use:

- Transaction data
- Behavioural data
- Website statistics
- Data from your ticketing system
- Social media statistics
- Data from your membership club
- Streaming service data

Remember that you don't have to collect all the data at once, it's about getting started. Start simple!

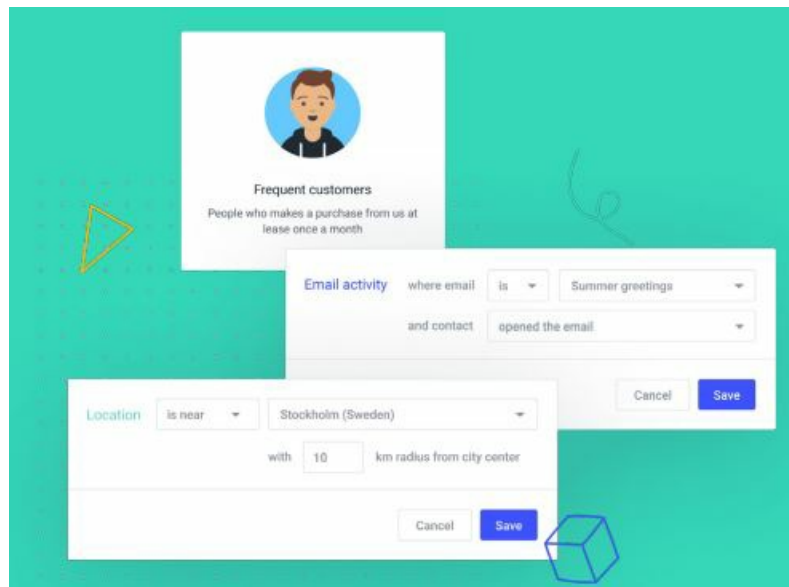
Step 2: Analyze, visualize and segment

Now the data is collected, and you should analyse it. By also visualizing the data, it becomes easier for everyone involved, including yourself, to understand it. Because you want the business to be cost-effective and trustworthy, you need to identify your best guest. Who is buying, and what do customers buy?

For the above reason, you must, in this step, also segment and organise clusters of your customers.

Why? To know which customers to talk to, when to talk to them, in which channel and with which frequency. Segments can be created on the basis of interests, jazz, metal or pop, but also demographics and purchasing behaviour. Senior citizens, early birds and football fans are three examples of segments.

Psst! Keep in mind that segments are dynamic. Guests move in and out of various segments depending on new behaviours, interests and what is communicated to customers.



Step 3: Act on the data

Maybe step 3 is the most fun? To carry out marketing activities based on the data and segments you have developed. You want to bring in visitors now, now, now!

Now that you know who you want to communicate with, you need to know where the customers are. What channels do they use? Email, Instagram, TikTok or other platforms? Use multiple channels and have the courage to send them multiple times. As previously mentioned, buying a ticket to an event is a bigger step than buying a shirt in H&M or a jacket in Espresso House. The client must be warmed up.

When communicating with your customers, you should know:

- **Content** – What do you want to say?
- **Target group** - Who do you want to say it to?
- **Channels** - Where should you to say it?
- **Frequency** – When and how often should you speak to your customers?
- **Goals & purpose** - What do you want to achieve with your communications and what

Step 4: Gain access and build loyalty

Are identified guests are the key to successful marketing? Yes!

You want to gain as many identified guests and consents as possible. The larger your customer base is, the more data you have access to and the more relevant communication you can create. In the fourth and final step, you must therefore plan how to capture visitors. How do you increase the consent rate? Can you promise to only send relevant items to the customer if they sign up for your newsletter? How can you make the customer your friend?

In this context, it's important to think creatively. This may include inviting the guest to a member's club with exclusive offers, creating great newsletters that add value, or allowing the guest to bring their best friend on their next visit free of charge. Try different strategies and don't forget to assess them.

05. Celebrate your successes

Winner winner, chicken dinner!

You win when you can communicate relevant content to your guests in the right channel and at the right time -

based on information about past purchases, behaviours and preferences.

You win when you can recommend the right product to your guests before they even know they need it.

You win when the processes increase customer loyalty and your brand. You win when you increase your service level and obtain tools to more effectively increase occupancy. This work leads to higher income and reduces your acquisition costs.

You win when you are trustworthy, and your guests return.



Want to learn more?

Still having difficulty navigating the data-driven jungle? We are here to help. Read more and contact us on our website: markethype.io

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