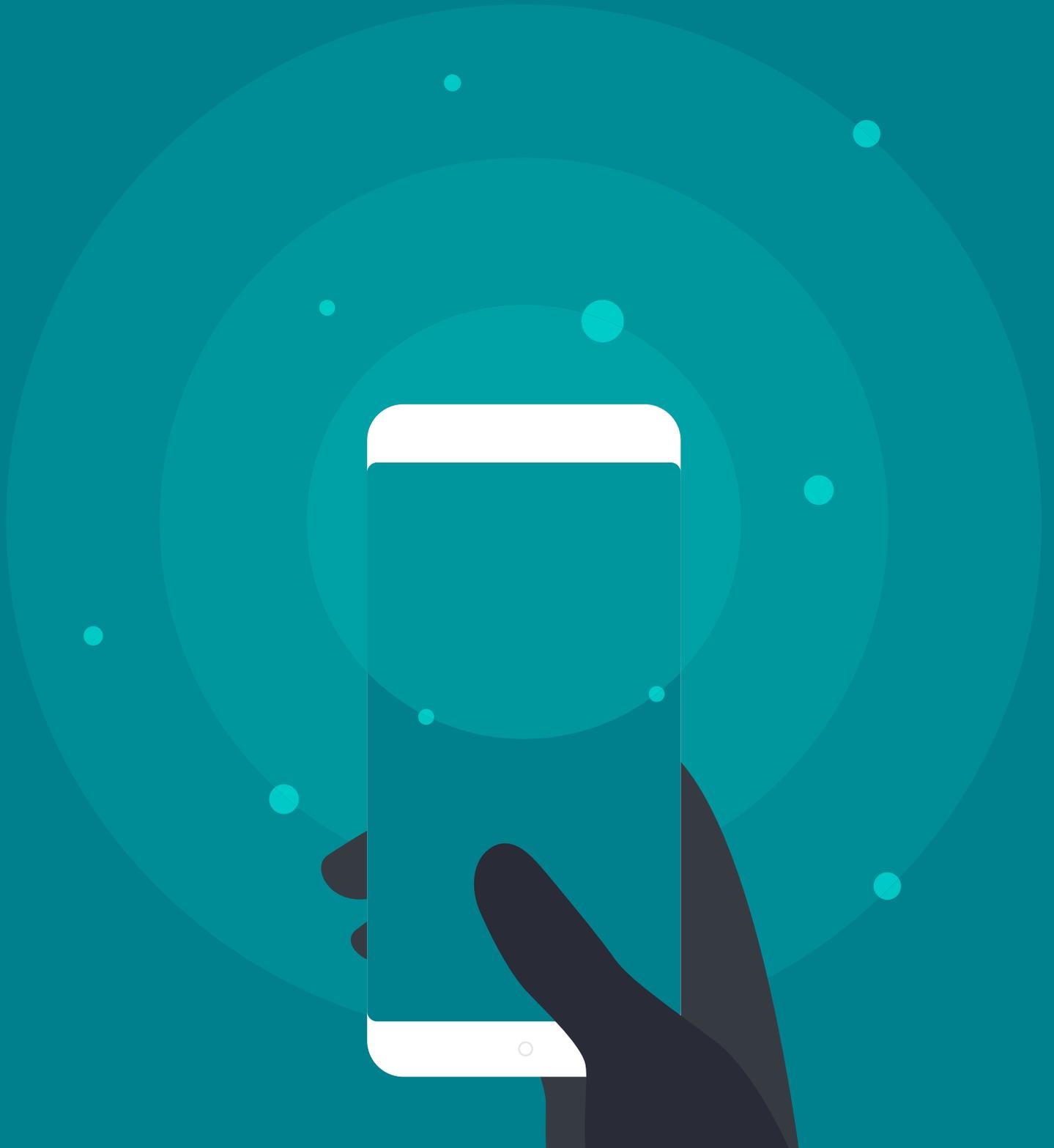


Eventbrite

9 Event Reports to Harness
Your Event Data



The technology that runs your event gathers an incredible amount of insight. But if you're not sure how to read it — or how to act on what you've gathered — your event data is interesting, but worthless. Check out these nine event reports to unlock that opportunity.

01

Keeping tabs on registration sales

In the months leading up to your event, you probably check up on registration sales often. But to accurately assess event registrations, you'll need to answer these three questions:

- 1 When are people registering?
 - 2 Where are they coming from?
 - 3 What type of registration did they purchase?
-

To answer these questions, you'll need these reports from your event registration platform. If you're unsure of their location, consult your provider. For events on Eventbrite, reports and analytics can be easily found under the Manage tab.



Sales by time

This report shows the date and time someone registered for your event



Sales by ticket type

This report shows which registration (ie Early Bird vs VIP) an attendee purchased



Sales by source

This report shows what source (social media, email, etc) is attributed to each sale.

Throughout the course of your event's on-sale, you'll want to monitor them to understand what promotions are more effective at driving registrations. Combined with an analysis of your promotional spend, you'll be able to calculate the cost-per-attendee and see which channel drove the most revenue for your event.

Engaging attendees on your event app

Event apps have become an integral part of corporate and business events. Their introduction transformed how attendees experience your event, but their magic lies in the data they provide. In comparison to survey data, the information gathered from an event app is more indicative of your attendee's intent and interests.

These three reports will be crucial to your success and should be easily accessible within your event app. NOTE: It's very likely that your provider will have a different name for each. In that case you should consult your provider to help you take advantage of them.



Active users

This report shows the number of attendees who are actively engaged with your event app



Top content

This report shows which sections of your event app are most popular

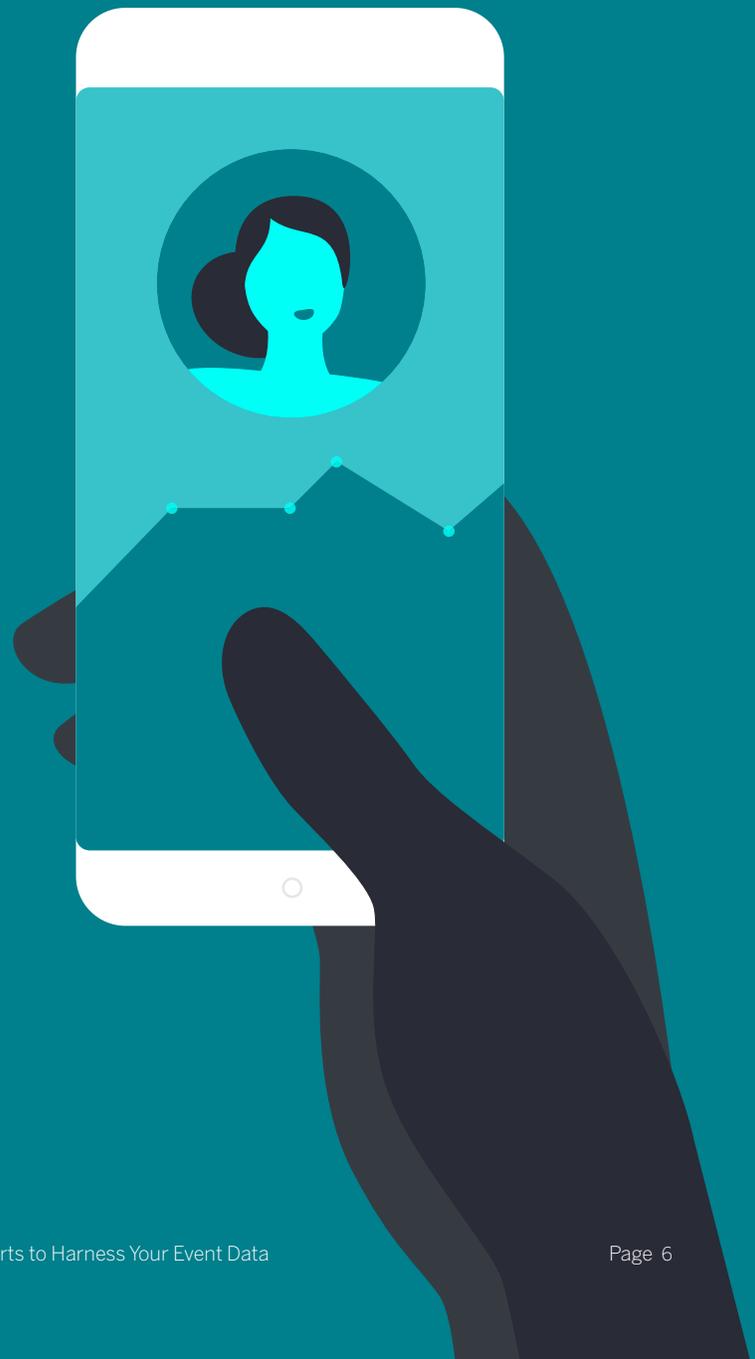


Top interests

This report tells you which speakers, sessions, and discussions attendees are actively engaged with

The signals gathered in these reports allow you to anticipate your attendee's expectations. For instance, the top content and interests can help you determine when the interests for a session has outgrown the room you planned to host it in.

Downloads and installs can give you a false sense of security. The amount of active users lets you see how many are actually using the app. If too few attendees use the app, the statistical significance of your event data plummets.



03

Analyzing attendee satisfaction

After your event, success hinges on attendee sentiment. The combination of your registration sales and event app data will help you do more than evaluate your event — it can determine the course for future events as well.

Look for the "Attendance v. no-shows" and "new v. returning attendees" reports in your registration platform, and the "session and speaker ratings" within your event app.





Attendance v. no-shows

This report compares the number of people who attended your event to those who registered but never attended.



Top content

This report gives you a glimpse into how many attendees attended previous events, and how many are brand new to your events.



Session and speaker ratings

This report shows which sessions or speakers attendees liked or disliked.

Attendee retention affects your bottom line. The first two reports help you understand how effective your event is at retaining previous attendees. When combined with session and speaker ratings, you can better understand what aspects of your event require improvements and which of them deserve more resources next time.

From online registration platforms to mobile event apps and RFID conference badges, the technology you adopt today can determine the future of your event. Learn more about harnessing your event data in [Beyond Registration: Using Data to Supercharge Your Event.](#)

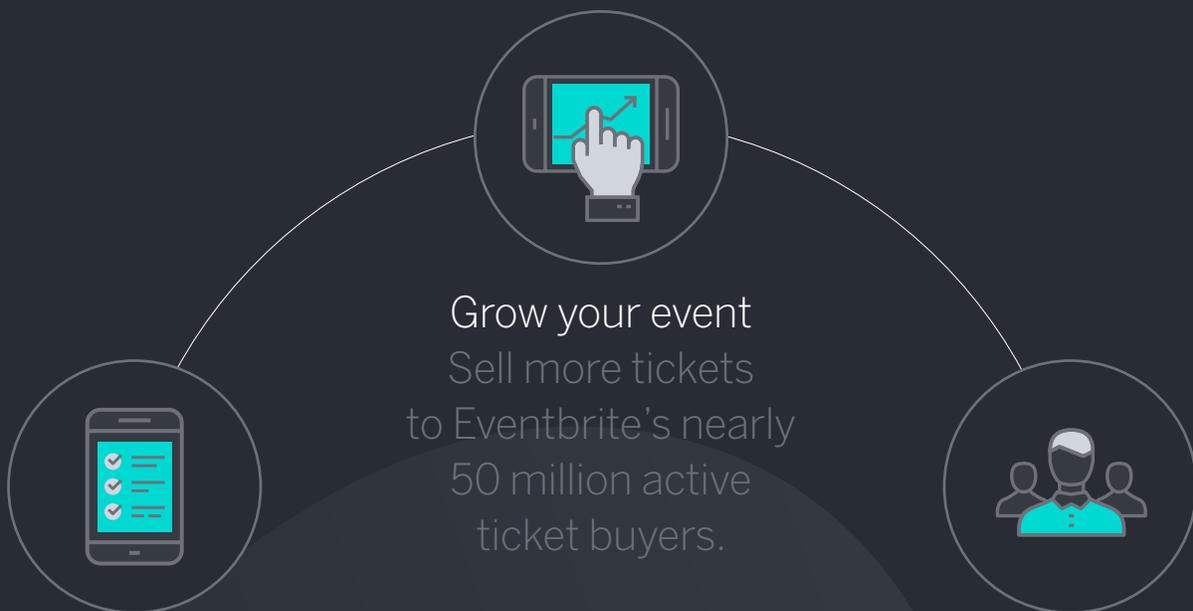
Interested in taking a more data-driven approach to events? Consider an event registration platform that enables you to gather data from all your tools.

[Contact us here](#) or give us a call us at (866) 902-2531.

Eventbrite

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and analyze your event
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ticket access,
and speedier entry.

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