



SPEKTRIX

Behind the Metrics

Defining your Spektrix Data



Agenda

1

GETTING TO KNOW
YOUR DATA

2

BRIGHT IDEAS

3

WORKBOOK ACTIONS



Getting to Know Your Data

SPEKTRIX

SUPPORT CENTRE

Spotlight Sessions

Understand
Data Through
Effective
Reporting

The power of data

Spotlight Sessions

How to Build
Your Own
Reports

Embrace powerful
report tools



Spektrix Core Concepts



Customer Lists
& Reports



Scan to access
slides and further
resources from this
session

PGS 15-18

Metrics Library

Building blocks of reports in Spektrix

Event Name 		Ticket Type 		Gross Value 
--	---	---	---	---





Metrics Library

Gross Value

Report Type	Wrapper	Description	Example
Sales	Seats	The current default Price of the Seat, as set in the Price List . The Price depends on the Seat's Price Band and the selected default Web Ticket Type .	0.00



Metrics Library

Gross Value

Report
Type

Sales

Wrapper

Seats

- Seats

+ Events

+ Event Instances

+ Tickets / Reservations

+ Customers

+ Donations

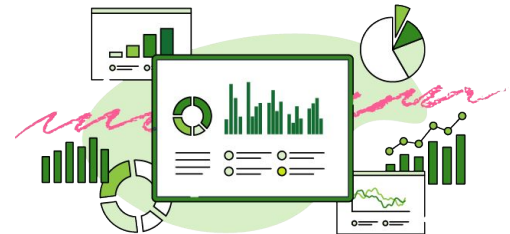
Area

Gross Value

Lock Type

Seat

Seat Status





Metrics Library

Gross Value

Report Type	Wrapper	Description	Example
Sales	Seats	<u>The current default Price of the Seat</u> , as set in the Price List . The Price depends on the Seat's <u>Price Band</u> and the <u>selected default Web Ticket Type</u> .	0.00



Metrics Library

	A			B		
	Price	S	W	Price	S	W
Standard	\$10.00	•	•	\$8.00	•	•
Student	\$7.00			\$5.00		

Sales

Seats

The current default Price of the Seat, as set in the **Price List**. The Price depends on the Seat's **Price Band** and the selected default Web Ticket Type.




0.00



Metrics Library

Pgs
15-18



Event Name  [] Ticket Type  [] Gross Value 

Gross Potential

Sales

Seats

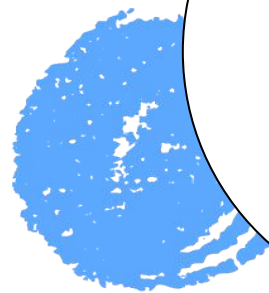
The current default Price of the Seat, as set in the **Price List**. The Price depends on the Seat's **Price Band and the selected default Web Ticket Type**.

0.00





Bright Ideas



53%

Which events did
first time visitors
book for?

2024 **First Timers** as a proportion
of Ticket Buyers

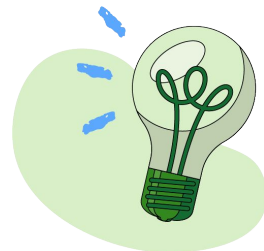
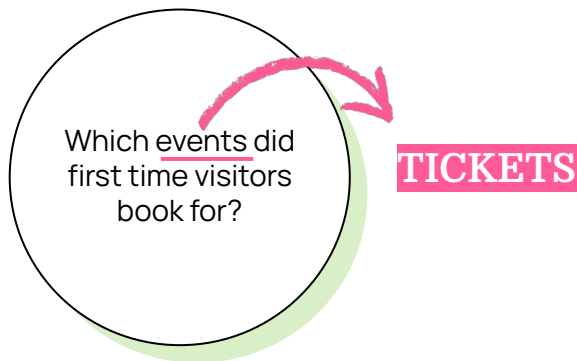


Bright Ideas

Add a new Criteria Set to a Standard Report

First Visit

Report Type	Wrapper	Description	Example
Analysis	Tickets	Outputs TRUE against the tickets with the <u>earliest instance start date</u> . The instance must be included in metrics, and there must be a customer attached to the order. The metric will regenerate based on new transactions.	TRUE/FALSE





Bright Ideas

Add a new Criteria Set to a Standard Report

A Guide to Standard Reports in Spektrix

Ticket Sales Analysis ←

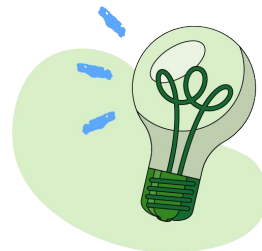
Description: A breakdown of ticket sales by sales channel, operator, ticket type, band and event.

Useful For: Obtaining a granular view of Ticket Sales.

Report Type: Analysis

Items Reported On: Tickets

Which events did
first time visitors
book for?



Bright Ideas

Add a new Criteria Set to a Standard Report

Run Ticket Sales Analysis

By First Visit and Instance Date

Tickets with

Returned

☐

and Event Instances

Instance included in metrics

☒

and Start Date

is

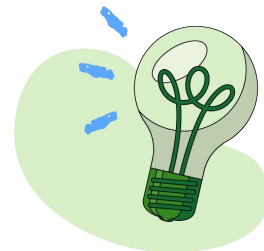
Last month

between 01/04/2025 and 30/04/2025

and First Visit

☒

Which events did
first time visitors
book for?



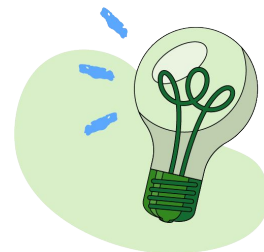


Bright Ideas

Add a new Criteria Set to a Standard Report

Breakdown by Event				
Event Name	Amount	%ge	Tickets	%ge
A Study in Viridian	\$59,815.01	28%	1854	29%
Emerald Symphonies	\$53,799.40	26%	1455	23%
Sage and Stage	\$51,315.15	24%	1368	21%
Summer in Bloom	\$26,567.00	13%	1037	16%
The Color Green	\$10,872.37	5%	247	4%
Letters from Olive Hill	\$8,280.98	4%	445	7%
\$210,649.91			6406	


Which events did
first time visitors
book for?



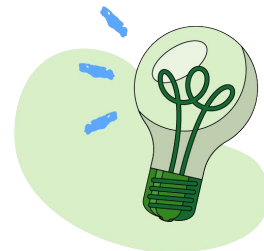


Bright Ideas

Add a new Criteria Set to a Standard Report

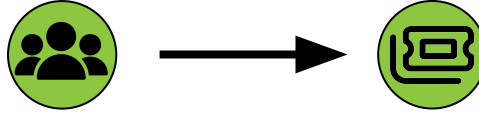
Breakdown by Event				
Event Name	Amount	%ge	Tickets	%ge
A Study in Viridian 	\$59,815.01	28%	1854	29%
Emerald Symphonies	\$53,799.40	26%	1455	23%
Sage and Stage	\$51,315.15	24%	1368	21%
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Letters from Olive Hill	\$8,280.98	4%	445	7%
			6406	

If first time
visitors returned,
which events did
they book for?



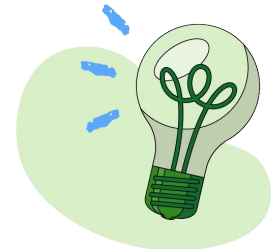
Bright Ideas

Run a Customer List through the Ticket Sales Analysis



If first time
visitors returned,
which events did
they book for?

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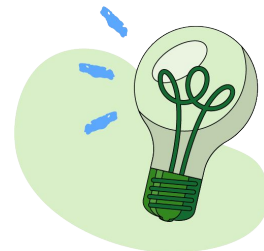
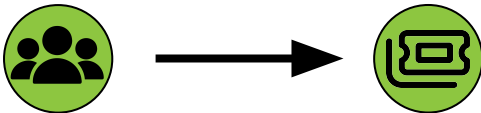
Bright Ideas

- Choose an action: ▾
- Choose an action:
 - Output as CSV
 - Output as unformatted Excel file
 - Run through report**
 - Use in standard mailing
 - Use in integrated email
 - Apply or remove tag
 - Apply or remove contact preference
 - Attach attribute
 - Bulk create opportunities
 - Bulk create invitations

If first time
visitors returned,
which events did
they book for?

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Run a Customer List through the Ticket Sales Analysis



Bright Ideas

Run a Customer List through the Ticket Sales Analysis

- Choose an action: ▾
- Choose an action:
 - Output as CSV
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 - Run through report**
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 - Apply or remove contact preference
 - Attach attribute
 - Bulk create opportunities
 - Bulk create invitations

By First Visit and Instance Date

Tickets with

Returned ☐

and **Event Instances**

Instance included in metrics ☒

and **Start Date**

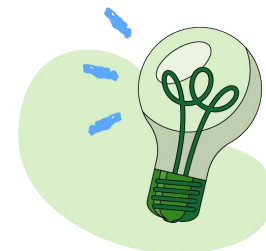
is **Relative date range** ▾ between today ▾ and end of time ▾

between 13/05/2025 and end of time

and **First Visit** ☐

If first time
visitors returned,
which events did
they book for?

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Bright Ideas

Run a Customer List through a Standard Report

Breakdown by Event				
Event Name	Amount	%ge	Tickets	%ge
The Secret of the Forest ←	\$4,651.16	37%	103	29%
The Jade Enigma ←	\$4,022.85	32%	107	30%
Lime Skies ←	\$3,167.65	25%	111	32%
A Woodland Opera ←	\$851.08	7%	30	9%
			351	

If first time
visitors returned,
which events did
they book for?



Item	Qty	Cmsn	Total
The Secret of the Forest 19:00 Friday 31 October 2025 1 Standard View details <div><div>EDIT</div><div>DELETE</div></div>	1	\$1.50	\$31.50
You may also be interested in the following: The Jade Enigma Lime Skies A Woodland Opera			



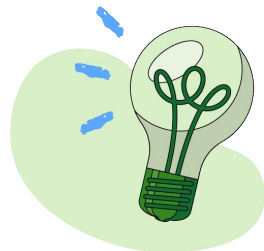
Bright Ideas

Custom CSV Reports

Average Spend per Ticket

Report Type	Wrapper	Description	Example
Customer	Customers	The mean average ticket spend for the customer. Uses Price (excludes commission, includes levy), includes 0.00 value tickets, excludes instances not in metrics.	1/0

What is the average spend of first-time attendees versus repeat bookers?



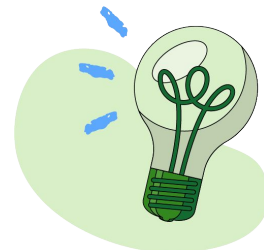
Bright Ideas

Custom CSV Reports

Booked Once

Report Type	Wrapper	Description	Example
Customer	Customers	If the Customer has <u>booked Tickets for only one Event ever, then the cell displays 1</u> . This includes if they've booked for multiple Instances within the same Event or have bought Tickets for the same Event through multiple Orders. If they later return their Tickets, then they are no longer considered having booked once.	1/0

What is the average spend of first-time attendees versus repeat bookers?





Bright Ideas

Custom CSV Reports

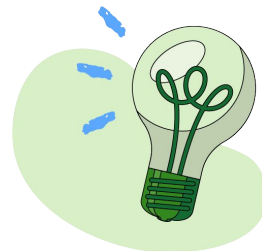
**REPEAT
BOOKERS**



**NEVER
BOOKED**



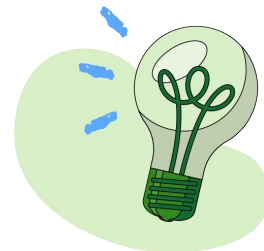
What is the
average spend of
first-time
attendees versus
repeat bookers?



Never Booked

Report Type	Wrapper	Description	Example
Customer	Customers	If the Customer has <u>never booked Tickets for any Event ever</u> , then the cell displays TRUE. If a Customer returns their only Tickets to any Event, then they will revert back to the Never Booked status.	TRUE/FALSE

What is the average spend of first-time attendees versus repeat bookers?





Bright Ideas

Custom CSV Reports

Run Average Spend of Customers

Is Active and Booked at least once

Customers with

Is Active ☒

and Never Booked

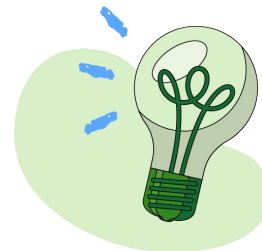
☐

Run as Excel (unformatted .xlsx)



Cancel

What is the
average spend of
first-time
attendees versus
repeat bookers?




Bright Ideas

Custom CSV Reports


Output Columns:

Groups:

Booked Once 



Aggregate columns:


Avg Spend Per Ticket Average 

Only Include Values:

From:

To:

☒ Include Column

Avg Spend Per Order Average 

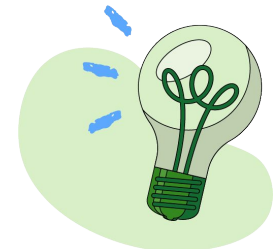
Only Include Values:

From:

To:

☒ Include Column

What is the
average spend of
first-time
attendees versus
repeat bookers?



Bright Ideas

Custom CSV Reports

If the Customer has booked Tickets for only one Event ever, then the cell displays 1.

REPEAT BOOKER

Booked Once	Average of Avg Spend Per Ticket	Average of Avg Spend Per Order
0	23.366388	79.810402
1	21.350195	45.031241

BOOKED ONCE

What is the average spend of first-time attendees versus repeat bookers?



Bright Ideas


Dynamic Content in dotdigital

This VIP Packages




Date

Variation

APP




Enhance your night with exclusive access to our VIP Lounge:

-  Complimentary drinks
-  Interval treat
-  Comfortable seating

VIP Packages

What is the average spend of first-time attendees versus repeat bookers?





Bright Ideas

Which events
did first time
visitors book
for?

New **Criteria Set** on Ticket Sales
Analysis report



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If first time
visitors
returned, which
events did they
book for?

Run a **Customer List** through the
Ticket Sales Analysis report



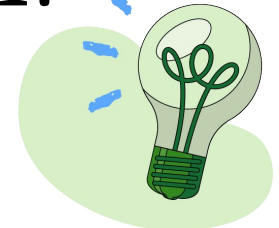
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What is the
average spend
of first-time
attendees
versus repeat
bookers?

New Customer Type **Custom
CSV Report**



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Metrics Library

Save the Metrics Library to use or share later



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2

