

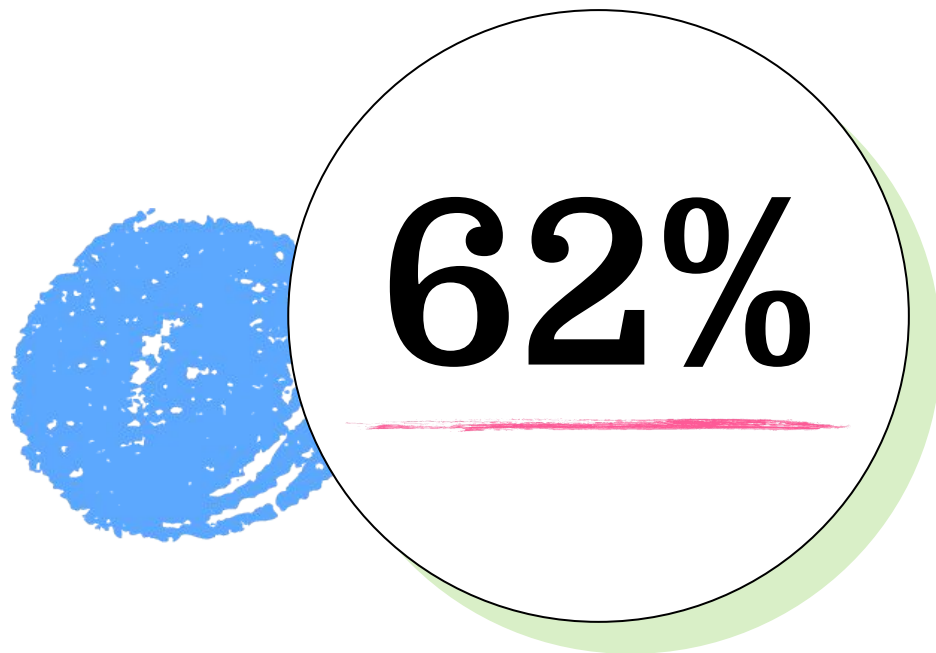


SPEKTRIX

**Low complexity /
High Impact**

Spektrix + your website

Of all transactions in **2024** in the
US and Canada



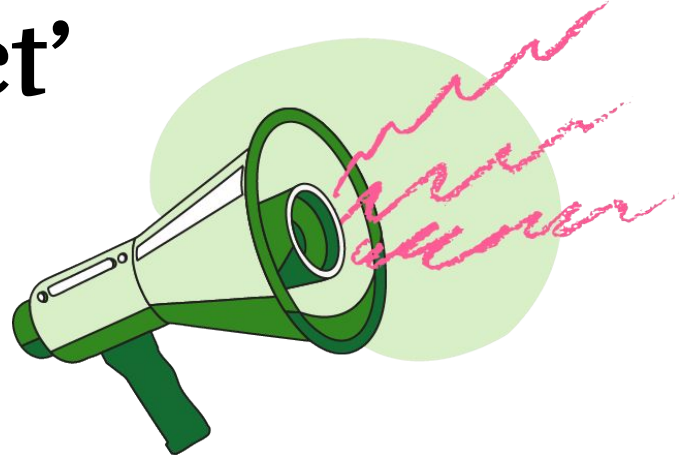
took place **online** on your website,
compared to 38% in person
or by telephone



What is 'high impact'

Considering your priorities

- Think of what you actually need and implement that
- Longer term or immediate. What are you implementing this week?





Best practice examples

1

MAXIMIZE NATIVE
SPEKTRIX
FUNCTIONALITY

2

LEVERAGING SUBSITES

3

DO EVEN MORE WITH
PARTNER PRODUCTS





**Maximize native
functionality**






Asking for donations

Suggested donation at checkout

- 78% of low level donations are online
- Can be implemented without a web developer
- Review default value & dynamically align the ask with the customer or value of order





 1 \$126.44

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 10.00

-

+



CONTINUE WITH MY DONATION


I DO NOT WANT TO DONATE

Contact Preferences

Order Summary

[Privacy Policy](#) [Contact](#)



 2 \$252.88

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 15.00

-

+

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE

Contact Preferences

Order Summary

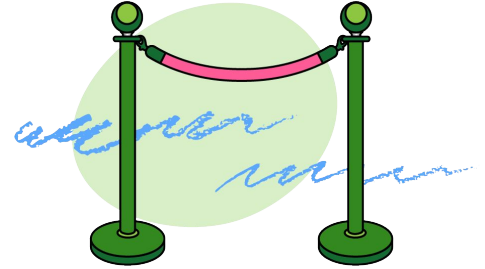
[Privacy Policy](#) [Contact](#)





Upsell with Supplementary Events

Amplify your revenue streams

- Add-ons tied to a specific date or time
- Styling required
- maximize your revenue streams, deepen audience engagement






Steel Magnolias

OCT 18, 2025 - OCT 19, 2025

Macomb Center - Main Stage



Consider Ticket Protection

Consider purchasing ticket protection for this event.



This is optional.

Your event tickets are nonrefundable.
To purchase ticket protection, click **ADD TO CART**
otherwise click **CONTINUE TO CART**

Ticket protection through Secure My Booking must be purchased at the time of your order and cannot exceed the number of tickets for this event.

For more information on Secure My Booking, click the icon under the event description.

Saturday, October 18, 2025 7:30 PM

2 \$73.00

Buy extra tickets to improve your experience

Early Table Reservations: \$5 PER PERSON

This gets you access to the theatre 30 minutes before the gates open and a private table on the Moonlight patio to enjoy dinner before the show. Food and drink will be available for purchase inside the venue, or you may bring your own dinner to enjoy. Please note, we do not allow outside alcohol into the theatre. You must also have a ticket to the show in order to enter the theatre.

Thursday, August 28, 2025 6:00 PM

Table Reservations \$5.00

ADD TO CART

CONTINUE TO CART

box office powered by **SPEKTRIX**

[Privacy Policy](#) [Ticketing Policies](#) [E-News Sign-up](#)

RESERVE SELF PARKING

A limited number of reserved spaces are available next door to CSC at 1119 Elm St., starting 2 hours before performances and lasting through the end of the show. The parking attendant will have your name on the list with advance purchase, guaranteeing your spot and price. *Operated by 3CDC.*

Saturday, September 20, 2025 5:30 PM

Self Parking Pass

\$15.00

Add To Cart

Continue To Cart

DONATE

Supplementary Events

Post Show Autograph Pass

Diary of a Wimpy Kid

This exclusive event will immediately follow the performance!

Friday, February 20, 2026 7:00 PM

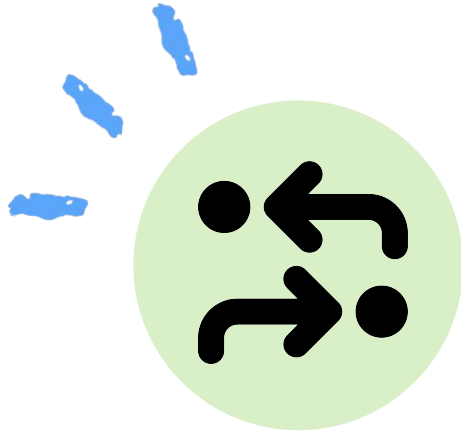
CLASSIC

\$5.40 (inc. \$0.40 service charge)

ADD TO CART


CONTINUE TO CART

box office powered by 



**Leverage
Subsites**

Shows



[SEARCH](#)

[Clear Filters](#)

[MORE INFO](#)[BOOK NOW](#)**Eureka Day**

Thu August 28, 2025 – Sun September 21, 2025

By Jonathan Spector

[MORE INFO](#)[BOOK NOW](#)**Sally & Tom**

Thu October 30, 2025 – Sun November 23, 2025



By Suzan-Lori Parks

[MORE INFO](#)[BOOK NOW](#)**The Cherry Orchard**

Thu January 29, 2026 – Sun February 22, 2026


Translated by Paul Schmidt







0 \$0.00

TICKETS

Event Type 

Select Date Range

SEARCH Clear Filters





MORE INFO BOOK NOW

Guided Backstage Tour
Fri October 17, 2025 - Fri September 04, 2026

Join us for a delightful community event hosted by Brad York and the APT family.

[Privacy Policy](#) [Terms & Conditions](#)




PIONEER THEATRE COMPANY

0 \$0.00

BOOK NOW

Saturday
September 20, 2025 | 2:00 PM




LIMITED AVAILABILITY

Saturday
September 20, 2025 | 7:30 PM

BOOK NOW



Monday
September 22, 2025



BOOK NOW

Tuesday

[Privacy Policy](#) [Terms & Conditions](#)



0 \$0.00

Monthly Memberships

If you hold a membership and wish to renew it, please log in to your account before adding the item to your cart.



Ensemble

- Acknowledgement in the TIPAF Program
- An invitation to the annual Patron's reception
- Advance ticket sales for the upcoming season (minimum donation of \$100 required)

Membership Period: 1 month
Price: \$10.00

☒ Automatically Renew?

ADD TO CART

[Contact Us](#) [Refund Policy/Terms and Conditions](#)  EN 



Subsites as your primary purchase path

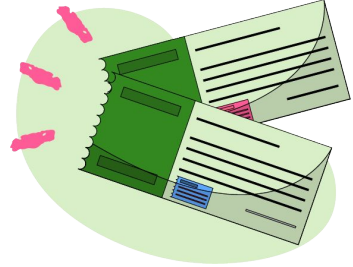
- low-effort way to get your online purchase path up and running from the get-go
- start with a subsite and then decide to stay or migrate
- address seamlessness issues when resources are limited.





Implementing a second purchase path

- a "plug-and-go" solution alongside your main website
- a second purchase path for specific events or projects without impacting your main website





Implementing a second purchase path





Playing Shylock



Playing Shylock delivers unexpected laughs as Saul Rubinek masterfully balances sharp wit with profound insights, finding surprising humour in the collision between centuries-old prejudice and modern cultural sensitivities.

When a production of The Merchant of Venice is cancelled mid-performance after public outcries, The actor playing Shakespeare's most controversial character steps out of role and into the spotlight.

This isn't just another cancelled show; it's a cultural flashpoint where centuries of artistic tension collide with today's call for accountability, all channelled through one actor's stunning, impromptu plea for understanding.



Dates and Times

Thursday

16 October 2025 | 19:00

BOOK NOW

Friday

17 October 2025 | 19:00

BOOK NOW

Saturday

18 October 2025 | 14:00

BOOK NOW

Saturday

18 October 2025 | 19:00



Implementing a second purchase path

**SECOND
WEBSITE**

**NEW
FEATURES
OR TESTING**



Implementing a second purchase path

**SECOND
WEBSITE**

**NEW
FEATURES
OR TESTING**

**POST
PURCHASE
UPSELLS**



Supplementary Events

Buy extra tickets to improve your experience

Bottle of Fizz



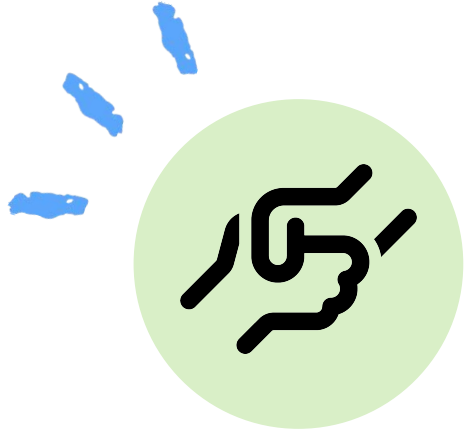
Pre order your prosecco today, and save \$5 from the on the night cost.

Wednesday, August 27, 2025 7:30 PM

Prosecco \$17.00 (inc. \$2.00 service charge)

ADD TO CART

CONTINUE TO CART



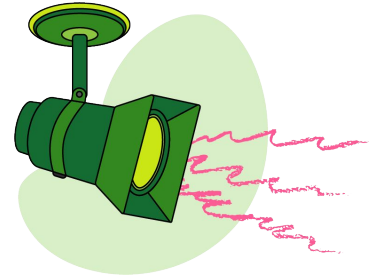
**Do even more with
partner products**



Leverage tailored purchase paths

Best in class integrated platforms

- Spektrix as central CRM
- Smooth purchase path for your customers



School Information

Grade

Name

Homeroom

Insurance Information

Company name

Policy number

Phone number

e.g. 555-666-7777



Medical/Allergy Information

Do you have medical conditions and special needs?

Do you have allergies and dietary restrictions?

Self-administered medication

Nut allergy

Doctor name

Doctor phone

Doctor location

Jumbula



API Masterclass

Mon, Tue, Wed, Thu, Fri, 12:30pm - 3:30pm EDT

Aug 25, 2025 - Aug 29, 2025

Spektrix HQ

[View Activity Dates](#) >

[Remove](#)

Sawyer

Shaikhul Islam

| | |
|------|----------|
| Camp | \$500.00 |
|------|----------|

| | | |
|---------------|----------|-------------|
| Installment 1 | \$100.00 | at checkout |
| Installment 2 | \$100.00 | 05/26/2025 |
| Installment 3 | \$100.00 | 06/19/2025 |
| Installment 4 | \$100.00 | 07/13/2025 |
| Installment 5 | \$100.00 | 08/06/2025 |

| | |
|------------|----------|
| Total Owed | \$500.00 |
|------------|----------|

| | |
|----------|----------|
| Subtotal | \$100.00 |
|----------|----------|





Sawyer





Checklist: pages 6 & 7



1

Maximize native functionality

2

Make the most of subsites

3

Do even more with partner products

