



SPEKTRIX

Behind the Metrics

Defining your Spektrix Data



Agenda

1

GETTING TO KNOW
YOUR DATA

2

BRIGHT IDEAS



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

The graphic features a light blue grid background with several icons: a pink and white smiling face, a green icon of three people, a blue clock icon, a purple calendar icon, a green ticket icon, and a yellow icon of a person at a desk with a 'TICKET' sign.



Scan to access
**slides and further
resources** from this
session

PGS 10-12



METRICS CATALOGUE

how you access data from the spektrix database

Event Name 		Area 		Gross Value 
----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------

?



METRICS CATALOGUE

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 CATALOGUE

Gross Value

Report
Type

Wrapper

Sales

Seats

- Seats

+ Events

+ Event Instances

+ Tickets / Reservations

+ Customers

+ Donations

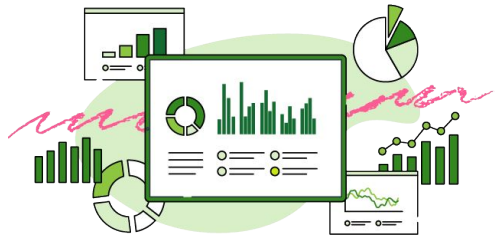
Area

Gross Value

Lock Type

Seat

Seat Status



METRICS CATALOGUE

Gross Value

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



METRICS CATALOGUE

	● A	● B
	Price S W	Price S W
Standard	<u>£10.00</u> • •	<u>£8.00</u> • •
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



Pgs
10-12

METRICS CATALOGUE



FINANCIAL CAPACITY

Event Name		Area		Gross Value
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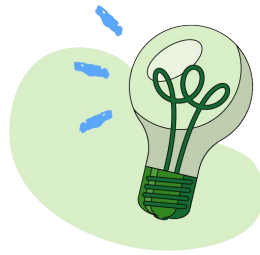
Sales

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

Which events did
first time visitors
book for?



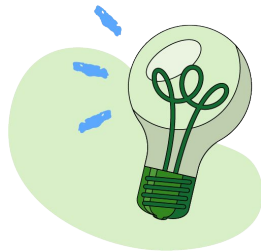
BRIGHT IDEAS

51%

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



TICKETS



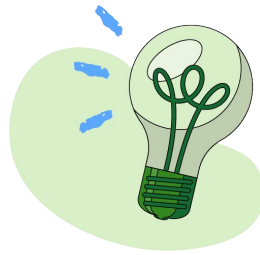
BRIGHT IDEAS

Add a new Criteria Set to a Standard Report

First Visit

Report Type	Wrapper	Description	Example
Analysis	Tickets	Outputs <u>TRUE against the tickets with the 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

Which events did
first time visitors
book for?



BRIGHT IDEAS

Add a new Criteria Set to a Standard Report

A Guide to Standard Reports in Spektrix

Ticket Sales Analysis ←

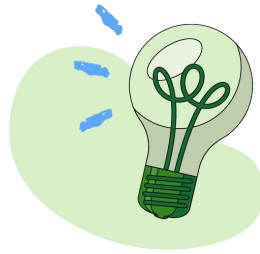
Description: A breakdown of ticket sales by sales channel, operator, ticket type, band and event.

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



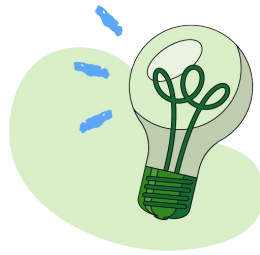


BRIGHT IDEAS

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	

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

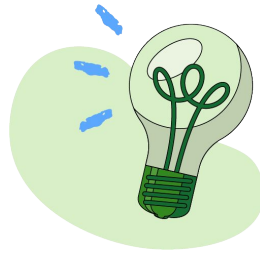


BRIGHT IDEAS

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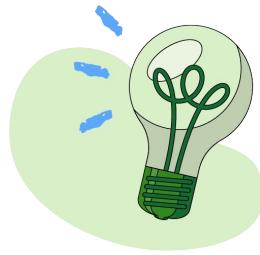
Pg 11

BRIGHT IDEAS

Run a Customer List through the Ticket Sales Analysis



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



Pg 11

BRIGHT IDEAS

Run a Customer List through the Ticket Sales Analysis

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

By First Visit and Instance Date

Tickets with

Returned ☐

and **Event Instances**

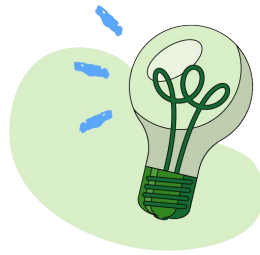
Instance included in metrics ☒

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?



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	

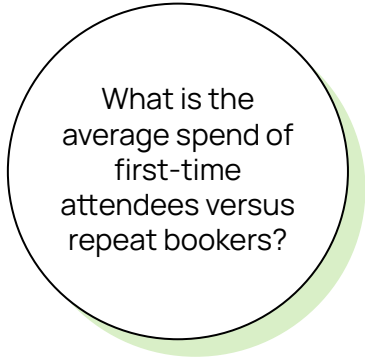
Item	Qty	Cmsn	Total
The Secret of the Forest 19:00 Saturday 31 May 2025 2 Standard View details <div><div>EDIT</div><div>DELETE</div></div>	2	£3.00	£63.00

You may also be interested in the following:

[The Jade Enigma](#)

[Lime Skies](#)

[A Woodland Opera](#)



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?



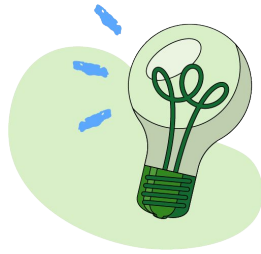
BRIGHT IDEAS

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

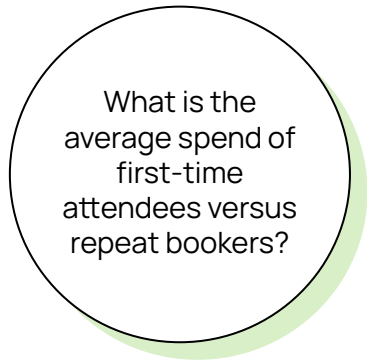
Custom CSV Reports

**REPEAT
BOOKERS**



**NEVER
BOOKED**



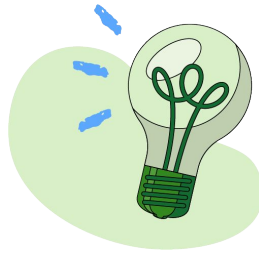


Custom CSV Reports

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 ☒

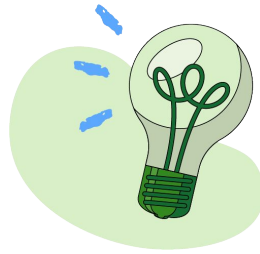
and Never Booked

☐ 

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?



This variation will be seen by contacts that match these rules...

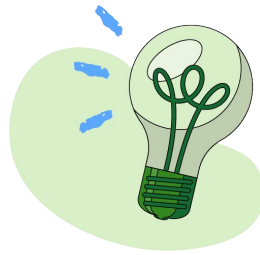
Data field 'AVGSPENDPERORDER' greater than 45 

Variation name

APPLY

CANCEL

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






BRIGHT IDEAS

Become a Member Today!



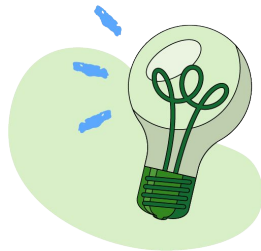
Unlock these fantastic benefits:

-  **Early Access on must-see events**
-  **No booking fees**
-  **Special multi-buy offers**

Join today and enjoy more of what you love.

Become a Member

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



BRIGHT IDEAS



This variation will be seen by contacts that match these rules...

Data field 'AVGSPENDPERTICKET' greater than 23



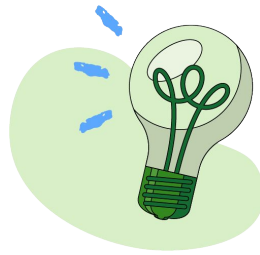
Variation name

Avg Ticket above 23

APPLY

CANCEL

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






BRIGHT IDEAS

VIP Packages



Enhance your night with exclusive access to our VIP Lounge:

-  **Complimentary drinks**
-  **Interval treat**
-  **Comfortable seating**

VIP Packages



BRIGHT IDEAS

Which events
did first time
visitors book
for?

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

Pg 10

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

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

Pg 11

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

New Customer Type **Custom
CSV Report**

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