



# Pricing and Discount Strategies for your Ticket Event

6/29/2023



# Today's Agenda

- Why Pricing Matters
- Promotional Pricing to Increase Sales
- Strategic Pricing to Impact Traffic
- Upsell with Merch & More
- Turn Attendees into Ambassadors
- Increase Revenue



Why  
Pricing Matters





# Your Pricing Setup...

- Ensures you cover your event costs
- Provides opportunities to increase your revenue

Beyond that, pricing can help you...

- Encourage earlier ticket buying (and better information for planning)
- Drive sales of less popular tickets
- Promote the sharing of your event with friends and family





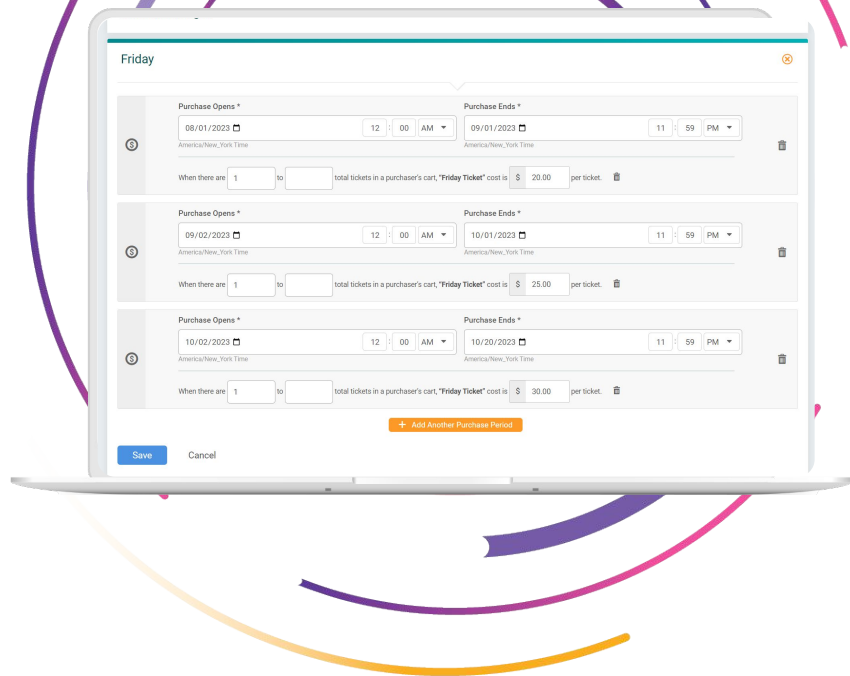
# Promotional Pricing To Increase Ticket Sales



# Price Increases

- Ticket purchasers *love* to procrastinate – give a *reason* to act early
- Deadlines help drive action *now*.
- Promoting earlier purchases helps drive better decisions about staffing and purchasing

In a case study of our largest Halloween haunts, 59% of ticket purchasers bought in the last 24 hours, and just 14% bought more than 5 days before they attended.



# Coupon Codes

Common coupon usage includes:

- Promote a specific night or time for your event
- Encourage ticket purchases from a specific group of people (like a neighborhood association or students from a specific school)
- Reward sponsors or supporters with free or discounted entry



DASHBOARD  
LOCATION

Financial



Coupons



Add Coupon





# Coupon Pools

- Coupon Pools allow you to share coupons across your events.
  - Make sure the coupon makes sense for that event before using one from the pool!

Pool Name \*

My Coupon Pool

Manage Pools

To add coupons, you must assign it to a coupon pool. Your event can have multiple pools of coupons and pools can be shared with other events.

## Your Coupon Pools

Use this form to re-order pools and update pool names.

### My Coupon Pool



Pool Name

My Coupon Pool

Sharing Tag (Read-only): 788\_rJvx4DY67Xfc  
Sharing Tag (Read/Write): 788\_ja1n0hF2Rw18

Save Pools

## Add Coupon Pool ⓘ

Pool Name \*

Add a New Coupon Pool

Add New Pool

Pool Sharing Tag \*

Use Shared Pool



DASHBOARD  
LOCATION

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Coupons



Add Coupon

# Auto-Applied Coupons

- Ensures coupon from a link is actually applied in checkout
- Reduces customer support from purchasers who forgot to apply coupon

## Auto-Applied Coupons ⓘ

Did you know you can send out links that will automatically apply a coupon code to a registration? [Click here](#) to set up a link.



SET UP REGISTRATION LINK

Coupon \*

FreeEntry

Link: <https://runsignup.com/TicketEvent/HauntedHalloweenForest/Register?coupon=FreeEntry>

Close



DASHBOARD  
LOCATION

Financial



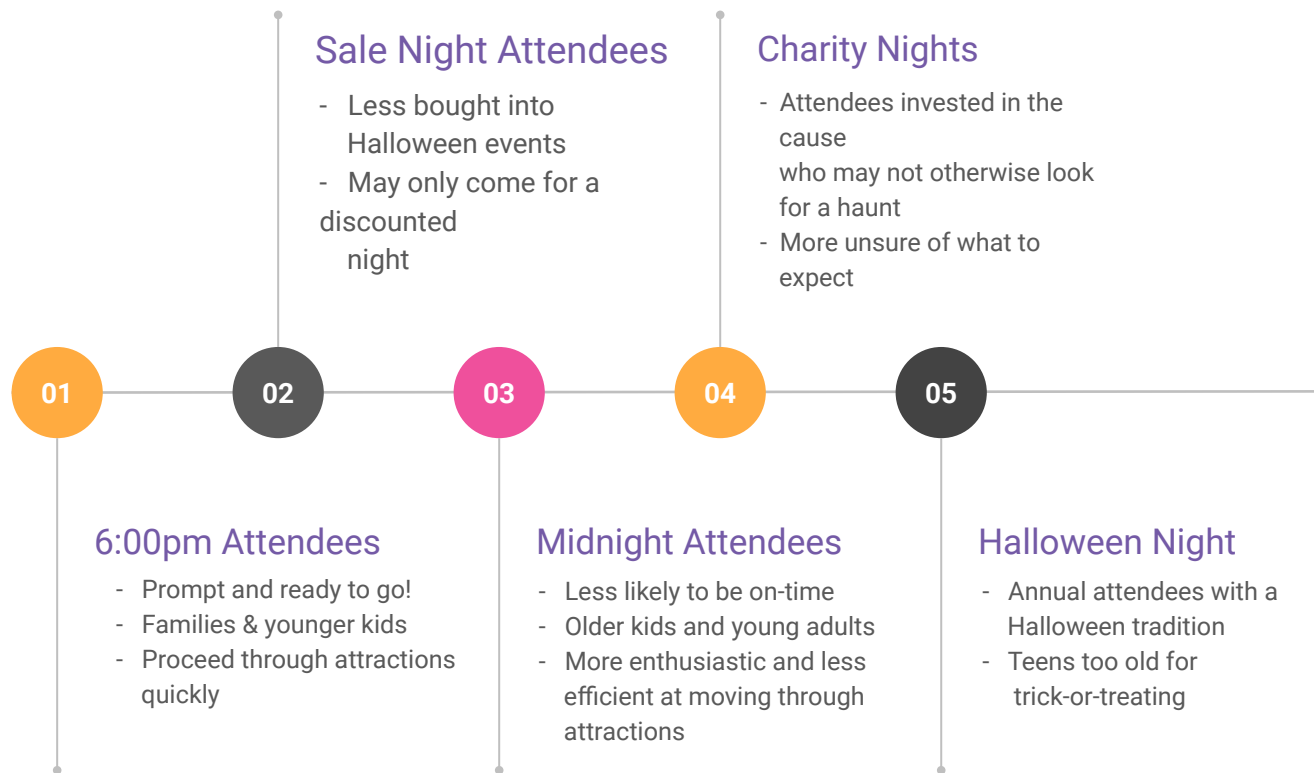
Coupons



# Strategic Pricing To Impact Traffic



# Pricing Is Strategic



Different types of customers are drawn to different days and time slots. Your breakdown may be different, but your biggest growth opportunity is during low-demand nights and times, with attendees who are traditionally less likely to attend at all.

# Night-Based Promotional Pricing

- Reduced pricing for less popular days and times
- Set up pricing differences via “Pricing” and add a callout highlighting the discount to draw attention.

Purchase Opens \*

01/26/2022

12 : 00 AM

America/New\_York Time

Purchase Ends \*

10/31/2025

11 : 59 PM

America/New\_York Time

\$

When there are 1 to total tickets in a purchaser's cart, "8 PM" cost is \$ 25.00 per ticket.

\$

When there are 1 to total tickets in a purchaser's cart, "9 PM" cost is \$ 25.00 per ticket.

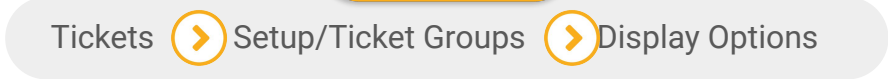
\$

When there are 1 to total tickets in a purchaser's cart, "10 PM" cost is \$ 20.00 per ticket.

+ Add Another Purchase Period

Save

Cancel



Save on Opening Night!

Thursday, October 12

\$25.00

Thursday Oct 12, 2023 6:00pm - 10:00pm EDT

Come hungry.

Get Your Ticket

Friday, October 13

\$35.00

Friday Oct 13, 2023 6:00pm - 10:00pm EDT

Get ready to be scared.

Get Your Ticket

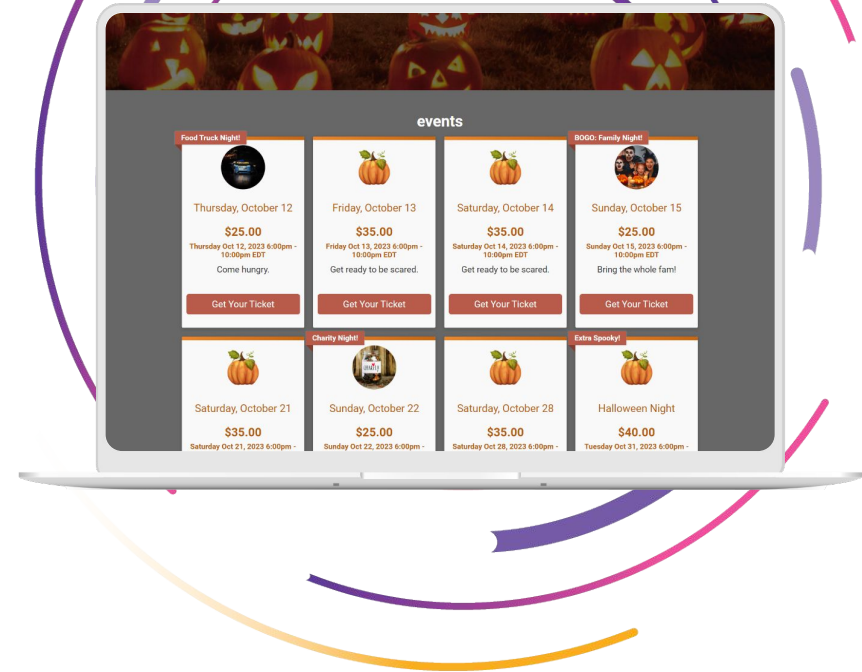




# Types of Promotional Nights

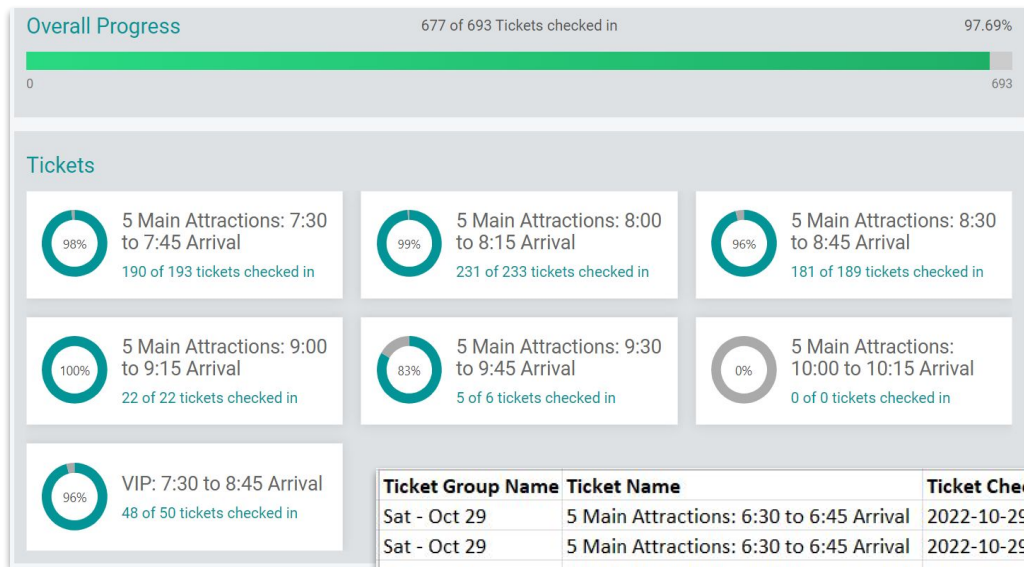
Use Promotional Nights on slower nights

- Ideas for Promotional Nights
  - Food Truck Night
  - Haunt 4 Ever (unlimited night)
  - Buy One Get One
  - EMS/First Responder/Military
  - Fundraiser Night



# Data To Drive Your Strategy

- Quick view summary reports of checkins by ticket
- Detailed downloads of every check-in and the time of check-in
- Make better decisions for staffing and capacity
- Discount under-utilized dates & times



Ticket Group Name	Ticket Name	Ticket Checkin Last Modified
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:30:49 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:05 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:05 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:05 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:05 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:07 EDT
Sat - Oct 29	5 Main Attractions: 6:30 to 6:45 Arrival	2022-10-29 18:31:07 EDT
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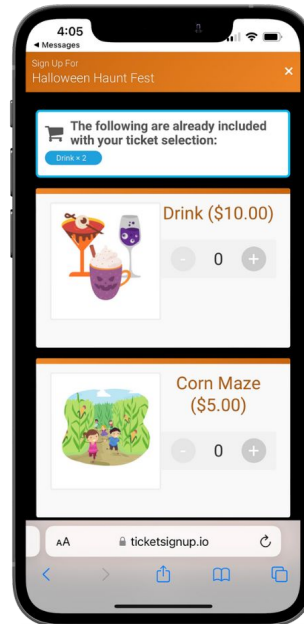
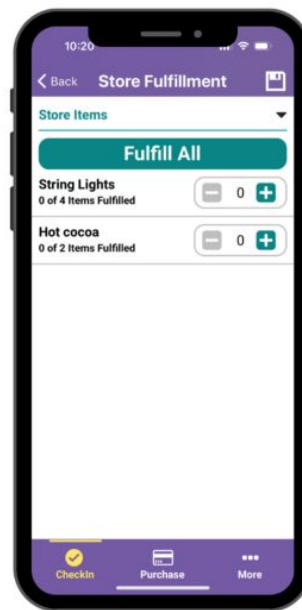
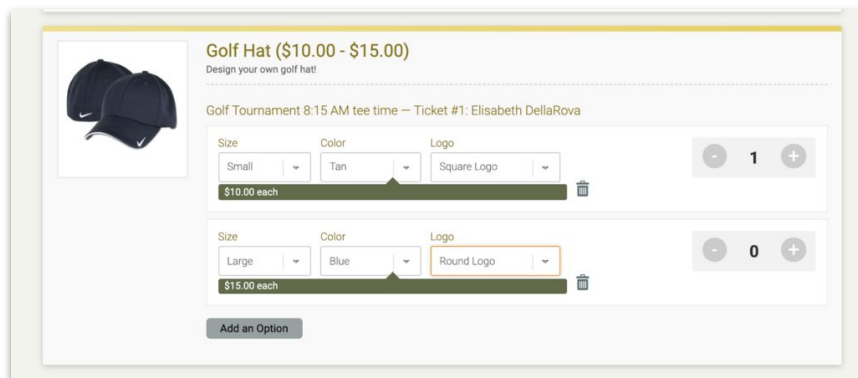
# Upsell With Merch & More





# Store Purchases

- Increase revenue with merch options within your purchasing path
  - Light swag like glow sticks
  - Premium swag like a sweatshirt
- Don't stop at merch: store purchases can also be an opportunity to encourage attendees to do more on-site
  - Additional attractions
  - Super-scary experiences
  - Behind the scenes tours



# Store Item Setup

- Set prices for store items
- Use strikethrough price to indicate that the item is discount or a deal and encourage more purchasing
- Allow item sales only with a ticket purchase, or, to maximize purchasing, anytime



DASHBOARD  
LOCATION

Store



Setup

## Store Item Setup

Help ?

Item Name \*

Spooky Attraction

Price \*

\$ 20.00

Strikethrough Price

\$ 25.00

Available Starting \*

03/01/2023

12

:

00

AM

Available Until

mm/dd/yyyy

11

:

59

PM

America/New\_York Time

America/New\_York Time

Product Availability \*

Available for each ticket purchased.

Number of Variants \*

--- No Variants/Single Item ---

A variant could be a size, color, etc. If your item has sizes, select at least 1 variant.

☐ Limit item to specific ticket groups when registering.

☐ Limit item to specific tickets when registering.

☐ Limit item to store item ticket bundles when registering.

# VIP Bundles

- Offer premium swag for premium buyers
- Upsell attendees with additional opportunities for attractions
- Track each portion of the bundle separately



Sign Up For  
The Great Corn Maze

[Back to Event Website X](#)



## Priority Parking (\$15.00)

Guaranteed parking in the front lot near the maze!

① In total, you are required to purchase at least 1 of this item.

- 1 +

Continue

Back

Comes with FREE Hayride

Thursday, Sept. 25

Opening Night!

Adult  
**\$20**

- 0 +

Child  
**\$10**

- 0 +

## Purchase Summary

	Item	Total
Thursday, Sept. 25: Adult	\$20.00	\$20.00
Free Hayride	\$0.00	\$0.00
Hot Cider Ticket	\$0.00	\$0.00
Corn Maze Finisher Medal	\$0.00	\$0.00
Priority Parking	\$15.00	\$15.00
Sales Tax	\$2.32	\$2.32

Coupon Code

Apply

Base Cost: \$37.32  
Processing Fee: \$3.16  
**Total: \$40.48**

# VIP Bundles

- Encourages more premium purchases

Haunted Halloween Forest

## Edit Ticket Bundle: Attractions

Cancel

1 Select Tickets 2 Select Store Items 3 Confirmation

No. of Selected Tickets: 21

Actions: [View selected tickets](#) [Clear selected tickets](#)

Filter Tickets

Filter tickets

Select Tickets

+ Add All - Remove All

<input checked="" type="checkbox"/> Thursday, October 12: 8 PM	<input checked="" type="checkbox"/> Thursday, October 12: 9 PM	<input checked="" type="checkbox"/> Thursday, October 12: 10 PM
<input checked="" type="checkbox"/> Saturday, October 28: 8 PM	<input checked="" type="checkbox"/> Saturday, October 28: 9 PM	<input checked="" type="checkbox"/> Saturday, October 28: 10 PM
<input type="checkbox"/> Halloween Night: 8 PM		

1 Select Tickets 2 Select Store Items 3 Confirmation

## Select Store Items

Note: Only store items that have zero variants are available to be bundled with tickets.

Spooky Attraction × 1

Terrifying Attraction × 1

Store Item \* Quantity \*

1 [+ Add Store Item](#)

--- Select a Store Item ---

Horror Attraction



DASHBOARD  
LOCATION

Store



Bundle Store Items

# Turn Attendees Into Ambassadors





# Group Discounts

- Incentivize purchasers to buy multiple tickets together by discounting tickets based on the number of tickets in the transaction

Purchase Opens \*

01/10/2022

12

:

00

AM

America/New\_York Time

Purchase Ends \*

03/10/2022

10

:

00

AM

America/New\_York Time

When there are

1

to

3

total tickets in a purchaser's cart, "Adult Ticket" cost is

\$ 15.00

per ticket.

When there are

4

to

total tickets in a purchaser's cart, "Adult Ticket" cost is

\$ 12

per ticket.

# Referral Rewards

Use unique tracking links for each attendee to reward attendees who refer your event.

- High (enough) refund, high reward
- Grow your funnel year-over-year

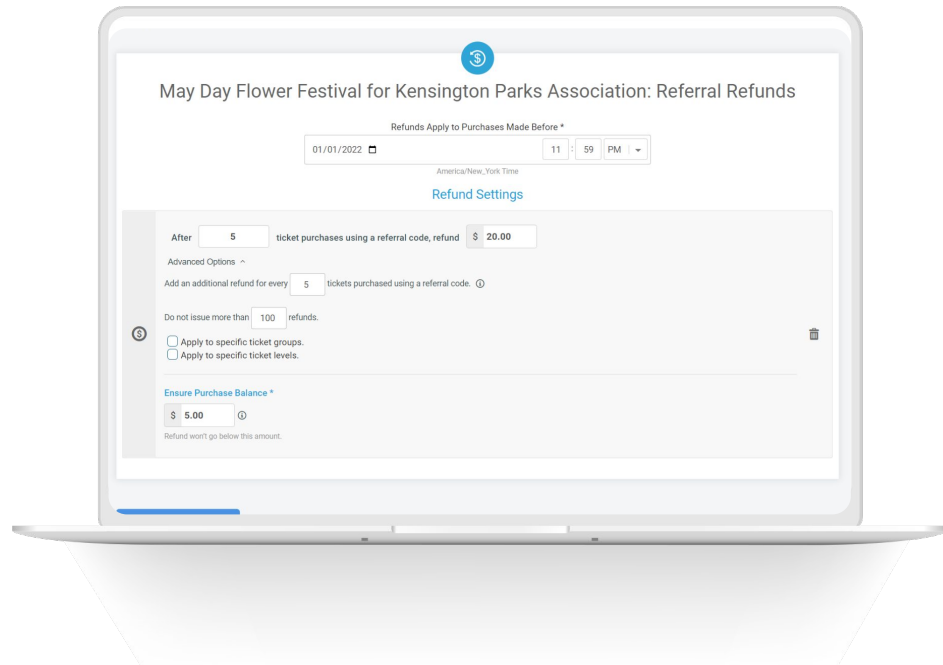


# Referrals Setup

## Referral Refunds

Set a threshold for number of referrals *and* automatically refund (or otherwise reward) the referrer when they reach the referral threshold:

- Encourages social sharing of your event
- Promotes group participation (and thus, more fun)
- Expands your reach to new contacts



# The Referral Sweet Spot

High (Enough) Reward

To motivate attendees to share

High Threshold

Difficult (but not impossible) to reach

Threshold

**3-5**

Referrals

Reward

**\$15+**



# Increase Revenue

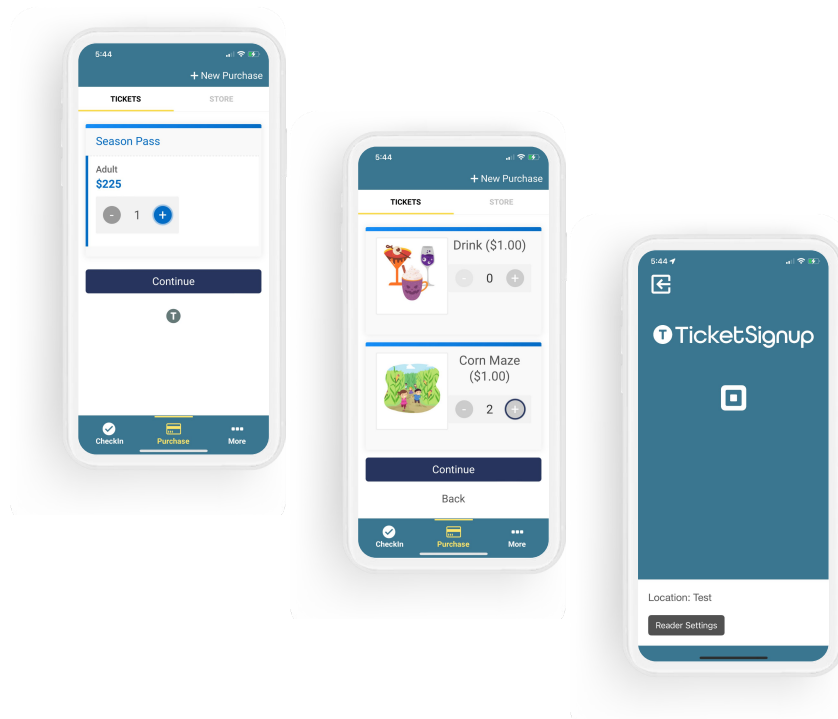




# Easier On-Site Sales

2 ways to encourage more on-site sales:

- QR codes posted around the event space with links to your ticket path and/or store items
- Tickets App integration with Square to enable on-site card & cash purchases at a ticket booth
- Track all store item purchases and fulfillment – even when bought via the app



# Make More From Processing Fees

Standard Pricing  
**6%+\$1**  
Per Transaction  
(Not per Ticket)

- Attendees are accustomed to processing fees – but a small addition to your processing fee can make a big difference to your margin.

## How Additional Processing Fees Impact Your Bottom Line Example: 5,000 Tickets Sold for \$25/each

Additional Processing Fee	Processing Fee Per Ticket*	Additional Revenue
4%	\$3.50	\$5,000
\$1 + 1%	\$3.75	\$6,250
\$1 + 2%	\$4	\$7,500
\$2	\$4.50	\$10,000

*\*Based on one-ticket per-purchase - processing fee will change if multiple tickets are bought in a transaction.*

# Thank You For Joining Us Today

*For more information, visit us online at  
[ticketsignup.io](https://ticketsignup.io)*

