

Marketing



Email campaign audit €€€€

Let our experts analyse how well your email campaigns are performing and advise you how to optimise results.

Deliverable:

- An analytics report on your main email campaigns including recommendations for improvement in terms of targeting, communication strategy and email template design.

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Marketing assessment €€€€

Let SecuTix experts analyse your contact and sales data as well as your ticketing ecosystem to give you more insight into your audiences. The key objective of this kind of analysis is to identify the most important optimisation potential in your sales and marketing strategy while ensuring that you're making the most of all that SecuTix 360° has to offer.



[Click here for our case study on Lausanne Hockey Club](#)

Deliverables:

- A full report including:
 - A SWOT analysis
 - Defined SMART objectives
 - Persona profiles
- An action plan

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Ticketing & ecosystem €€€€

Your online ticket sales are part of an entire ecosystem: social networks, your corporate website, your mobile app, and so on. Make sure that your ticketing is easily accessible and that the customer experience is seamless regardless of channel.



Tailor-made target generation €€€€

Hit the bullseye with tailor-made targets generated for you by our experts. Audience segmentation is key to your marketing strategy, so our experts are available to help you set up custom contact targeting. Tell us which segment you want to target and SecuTix will generate the target for you. If we can't create it with our query tool, we'll build you a customised SQL query.

Deliverable:

- A dynamic contact target available in SAM.

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Contact database check-up €€€€

If you want to manage audience relations in an efficient, effective and impactful way, it's essential that you have a clean, well-qualified contacts database and that you understand its composition. We can provide you with a detailed analysis of your contacts database including customer/prospect ratios, B2B/B2C ratios and contact criteria, etc.

Deliverable:

- An analysis of your contact database with recommendations for improvement.

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Social media login & share €€€€

SecuTix 360° lets you parametrise applications so that people can log in via Facebook, Twitter or Google+, the objective being to provide easier access to online sales. Users can connect and create an account with just one click. All they need to do is choose their favourite social network. Likewise, with our integrated Facebook Share feature you can encourage them to share the purchase they've just made.



Deliverables:

- An analysis of how your online ticketing integrates into your ecosystem
- Recommendations on how to improve customisation of your online sales.

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E-commerce tracking €€€€

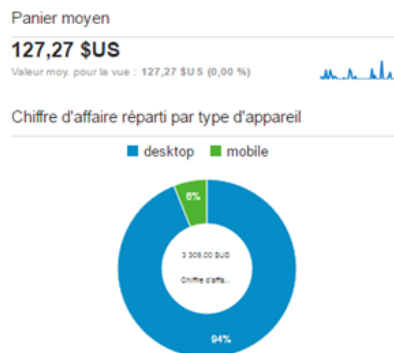
Having an online sales facility is great, but being able to analyse the behaviour of visitors to your ticketing is even better! When exactly do sales peak during an average week? Which age group is most likely to purchase online and how much do they spend on average? These are some of the questions you can answer by placing tags using Google Tag Manager.

Take advantage of the SecuTix e-commerce dashboard

SecuTix provides you with a dashboard in your Google Analytics account, summarising all your online ticketing activities: see at a glance who buys what, and how.

Understand the customer journey

Track customers from their first click on your site to completion of their purchase. Google Analytics' purchase process analysis tools provide you with a better understanding of buying activity so that you can improve the customer experience.



Deliverables:

- Activation of the e-commerce tag on your mass market sales channel
- SecuTix e-commerce dashboard in your Google Analytics account.
- Set-up of two objectives: add to cart, and actual purchase.



Deliverables:

- Activation of login via Facebook, Twitter and Google + (if your organisation has pages on these platforms)
- Activation of Facebook Share.

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SEO - Search engine optimisation €€€€

Boost your visibility on the web! Indexing, or search engine optimisation, is essential for a strong internet presence these days. Our SEO experts help you make sure your organisation is right up there at the top of the rankings.

Deliverable:

- An analytics report on the current situation along with our SEO recommendations.

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SecuTix Data AnalyTix - BI solution €€€€

SecuTix Data AnalyTix is the *Business Intelligence* ultimate solution for ticketing professionals. Based on Qlik Sense technology and powered by our partner KulturPlanner, it is natively available in SecuTix. Data AnalyTix offers a range of dashboards and reports which provide you with deep insights on your activities and audiences. Fully responsive, it can be used on a tablet.

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If you are data analysis expert, upgrade to our Ultimate level and access Data Scientist, a application which gives you access to the full SecuTix data model and where you build you own reports.

[More information on Data AnalyTix here.](#)

Delivrables:

Depending on your subscription level

- Access to Data AnalyTix (reports & dashboards)
- Auto-sending of given reports to your inbox
- Customized reports
- Access to Data Scientist App

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