



# Conversion Analytics

Benefits

Enhanced Awin reporting for strategic decision making in the **ticketing sector**



## What

is Conversion Analytics?

Conversion Analytics is an advanced tracking setup that provides advertisers with enhanced reporting and commission flexibility.



## How

can I enable this?

By populating custom parameters, you can parse additional data values directly to Awin.

A full guide on the integration of custom parameters is available [here](#).

01



### Drive Growth

Gain rich channel insights based on additional data parameters. Better access where to allocate your affiliate spend, and optimise your programme growth.

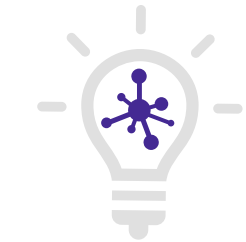
02



### See publisher contribution

Get a better overview of partner performance and learn how publishers and channels are contributing to your wider business objectives.

03



### Get comprehensive understanding

Gain a comprehensive understanding of your customers purchase journey, their lifetime value, and their purchasing behaviour. Identify trends and develop more personalised campaigns and partner specific strategies.

04



### Set up dynamic commissions

Report on the performance metrics that are most important to your brand, whilst also rewarding your partners accordingly. Set up additional conditions to your commissioning rules to get more control of your ROI.



# Conversion Analytics

Essential parameters

Enhanced Awin reporting for strategic decision making in the **ticketing sector**

## How

do I get the most valuable insights?

Although there are a variety of parameters that can be passed, we recommend sector-specific data that will add the most value to your programme performance.

Across the ticketing sector there are a wide range of data points available to advertisers at the point of purchase. From customer demographic data to the events that consumers are purchasing. Consumers want a seamless shopping experience that focuses on ease, speed and value. It is important that you track and monitor deeper insights at the individual transaction level to identify trends and gain insights from which to derive partner-specific strategies.

**For the ticketing sector we recommend passing the following data points (P) for Conversion Analytics.**

P1

### Account Number/Customer ID

"1234" or "ABCD"

Passing back this information will enable you to see how often a customer returns through the channel. It will also give insights into the publishers that repeat customers are purchasing through and whether or not you are returning through the same publisher.

P2

### Event Date

"17/12/2016" or "17-12-2016"

Allows you to see the lag time between the purchase date and the event date. This will help to understand the partners that are driving last minute bookings to events vs. those driving bookings on day of release (when combined with the ticket release date parameter, P14).

P3

### Customer Country

"UK" or "US"

When combined with data around the location of the event, you will be able to understand how far customers are travelling to the event and which partners are driving bookings from further afield.

P4

### Customer City

"London" or "New York"

As with the previous parameter, this data point will allow to see how far customers are travelling to attend an event.

P5

### Venue Country

"UK" or "US"

When combined with the parameters referring to the location of customers, it provides insight into how far people are travelling for the event.

P6

### Venue City

"London" or "Manchester"

As with the previous parameter, this data point will allow to see how far customers are travelling to attend an event.

P7

### Delivery Type

"Royalmail" or "eticket"

This parameter will help to understand the delivery options that customers choose. It can be combined with the event date to understand whether the immediacy of the event has an impact on the delivery type.



# Conversion Analytics

Essential parameters

Enhanced Awin reporting for strategic decision making in the **ticketing sector**

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the ticketing sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

## Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P8

### Delivery Charge

"Free" or "3.50"

This will allow you to see the impact that delivery cost has upon a purchase.

P9

### Service Charge

"3.50"

This data point will allow you to understand the amount that customers pay as an additional service charge and how this varies by event. When combined with the previous data point it shows the additional cost per ticket.

P10

### Ticket Quantity

"1" or "1|1"

This helps to understand whether tickets are being bought individually or in bulk. As this is combined with the price per ticket, if tickets within the basket are of different values, please separate the quantity of each ticket using a "|".

P11

### Price per Ticket

"25.00" or "20.00 |10"

This parameter enables you to understand the price of each individual ticket. If there are multiple tickets that are the same price, just one price needs to be parsed. If there are multiple tickets at different price points, these can be split out using a "|" as in the example above.

P12

### New or Existing

"New" or "Existing"

This helps to understand the partners that are able to generate a higher percentage of new customers based on the logic behind new customers (someone who hasn't purchased for a year for example).

P13

### Event Category

"Concert" or "Sports"

This parameter allows to understand the partners that are driving sales for a particular event category. It will help to target the relevant partners when there are certain events due to go on sale. If tickets have been purchased for multiple events, please split these out using a "|" as in previous examples.

P14

### Tickets Release Date

"20/10/2016" or "20-10-2016"

This parameter will allow you to understand the immediacy of bookings by each partner and how soon after the release of tickets they are sold.



# Conversion Analytics

Enhanced Awin reporting for strategic decision making in the **ticketing sector**

Additional parameters

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the ticketing sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

## Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P15

### Event Sub Category

"Pop" or "Football"

When combined with the previous parameter it allows you to break down the product categorisation further and provide the ability for greater targeting. If tickets are purchased for more than one event, please separate with a |.

P16

### Provider

"aeg" or "Reseller"

This parameter allows you to understand whether tickets have been purchased directly or from a reseller on a ticketing exchange.

P17

### Venue ID

"1234"

In order to understand the most popular venues (when combined with the venue parameter). \*Only required if unable to pass the actual venue.

P18

### Venue

"Wembley" or "Hammersmith Apollo"

Allows to understand the most popular venues and whether certain partners are more effective at driving sales for particular venues.

P19

### Artist / Event ID

"5678"

In order to understand the most popular artists/events (when combined with the artist/event parameter). \*Only required if unable to pass the actual artist/event.



# Conversion Analytics

Enhanced Awin reporting for strategic decision making in the **ticketing sector**

Additional parameters

## How

do I get the most valuable insights?

To the right is additional data to consider tracking for the ticketing sector.

Advertisers may not track all the following parameters, and can leave P values blank if they do not track metrics.

## Contact

If you're interested in implementing Conversion Analytics contact your account manager or [visit our wiki](#).

To keep up to date with our latest insights [follow our blog](#).

P20

### Artist/Event

"Coldplay" or "Tottenham vs. Arsenal"

To provide additional insight into the actual events that partners are driving to see the most popular events within each category.

P21

### Ticket Type

"Adult" or "Family"

To understand the affiliates that are able to drive family bookings versus individual bookings and how this impacts upon additional parameters - distance travelled to events for example.

P22

### Card Type

"Credit Card" or "Amex"

To gain an understanding of the payment types customers are using.