



Ticketholder Communications

Keeping audiences in the know

Summary

It's now easier than ever to keep your audience informed. Ticketholder Communications allows you to easily create and send emails to your event's ticketholders. At Eventfinda, we utilise our technical email infrastructure to send millions of emails a year. Now, we're providing you with the same capability. Our email systems are robust, reliable and ready to go.

What does it do?

- ▶ An effortless email creation tool with the convenience of staying in Eventfinda
- ▶ You have all your customer data at your fingertips already, no other tools needed
- ▶ All the most-used functionality available from third-party email marketing providers
- ▶ Anyone ticketing their event with Eventfinda can use Ticketholder Communications
- ▶ Email to inform your audience of event details or venue information
- ▶ Email post-event for customer surveys, or to cross-promote other or future events

How do I use it?

As an Eventfinda Ticketing client, you will automatically have access to Ticketholder Communications.

Five steps to better Ticketholder Communications



STEP 1

Click Marketing >
Ticketholder
Communications



STEP 2

Click Create Email –
build your fully
customisable email



STEP 3

Craft your message and
upload images or
branding of your choice



STEP 4

Send immediately or
schedule to send your
email at a later date



STEP 5

View real-time reporting
stats like deliverability,
open rate & click rate