

ticketweb BACKLINE

How to email customers from Backline

THIS FEATURE CAN ONLY BE USED FOR EVENT INFORMATION – NOT FOR MARKETING

Go to your event dashboard, click on **CUSTOMERS** on the left-hand side of the page then click **EMAIL TO BUYERS**

The screenshot shows the event dashboard for 'Sesh Fest Invitational (11.30am - 4.30pm) Session One'. The left-hand navigation menu includes options like Dashboard, Edit Event, Reports, Marketing, Attraction, Ticketing, Show Time, Customers, Barcode Lookup, and Email to Buyers. The 'Customers' menu item is highlighted with a red box. The main content area displays ticket statistics: 500 sold, 100 available, and 600 total. It also features a 'Sales By Date' chart, 'Top Referrers' table, and an 'RSVP' section.

Tickets	Face
Imfeed	29 £290
TicketWeb UK PPC Brand	9 £90
UKSPO	4 £40

Select the ticket holders you would like to contact then click **SEND EMAIL**

The 'Email To Buyers' screen allows users to select criteria for generating a list of purchasers. It includes three main sections: Sales, Sections, and Types. Each section has a list of items with checkboxes and 'All'/'None' buttons at the bottom.

Sales (Include Refunds)

- Online

Sections

- Session One (11.30am - 4.30pm)

Types (Include Comps)

- [Base Price]

At the bottom, it shows '158 PURCHASERS TO BE ADDED', a 'Clear All' button, and a 'Send Email' button highlighted with a red box.

Type your message, check the box certifying that your message is not marketing-based communication then click **SEND NOTIFICATION**

The screenshot shows an email notification interface. At the top left, there is a date indicator: "SAT 08 JUN". To its right is a header for the event: "Sesh Fest Invitational (11.30am - 4.30pm) Session One" and "11:30 AM Magic Rock Tap".

The main content area is divided into two columns. The left column contains the following fields:

- Subject:** Event Update: Sesh Fest Invitational (11.30a... at Magic Rock Tap on Sat Jun 8, 2019 at 11:30 AM
- Message (required):** A large text input area with the placeholder text "MESSAGE TO CUSTOMER GOES HERE".
- A yellow checkbox with a checkmark and the text: "By checking this box you certify that the email communication you are sending is for customer service purposes only and is not a marketing-based communication."

The right column is titled "Preview" and shows a preview of the email content:

- "The following is a message from the presenter or promoter regarding the tickets you purchased for:"
- "Sesh Fest Invitational (11.30am - 4.30pm) Session One at Magic Rock Tap on Sat Jun 8, 2019 at 11:30 AM"
- "Order Confirmation Number:"
- A yellow highlighted area with the text "MESSAGE TO CUSTOMER GOES HERE".
- "Thank you for choosing TicketWeb!"
- "This is a message from the event organiser. Please do not reply to this message. Replies will be sent to an unmonitored mailbox. If you need to contact TicketWeb regarding your booking then please do so here [https://help.ticketweb.co.uk/hc/en-gb] ."

At the bottom of the interface, there are two buttons: "Cancel" and "Send Notification". The "Send Notification" button is highlighted with a red border and contains a paper plane icon.