## ticketweb **BACKLINE**

## **CUSTOMER DATA – MARKETING OPT INS**

If you get an error message when trying to run reports, please check the below settings Preferences -> Privacy -> Untick 'Prevent cross-site tracking'.

Open the event you want to extract data for

## Click REPORTS > MARKETING > CUSTOMER CONTACTS

A.L	Event marketing Reports	
A CARDOLED COM	C Filter by Report Name or Description X Standard Custom	All
CORD CENT	Customer Contacts	
Artist Name 🧳	Contact info for customers over event or date ranges	
ngton Assembly Hall e 16+	Promotion Code Summary	
£20.00 - £25.00	Promotion Code Activity	4
300	Survey Detail	
Dashboard	Defailed survey responses	4
🖍 Edit Event 🗸	Survey Response Summary	
	Statistical breakdown of responses for each multiple choice question	9
Reports -	Referral Sales Detail	
	A transaction by transaction breakdown of every purchase within a transaction date range.	7
Marketing	Referral Sales By Event	<b>—</b>
Marketing -	Summary of Sales by Referral Source	4
	Survey Comments	
Attraction	Patron and staff comments	1

Click the cog on the bottom left of the screen

Tick the box LIMIT TO NEW SUBSCRIBERS OF MARKETING SUBSCRIPTION SIGN UP + RUN REPORT



If you want to extract data for all events, then click REPORTS at the top of the page and then run the same report on account level.

