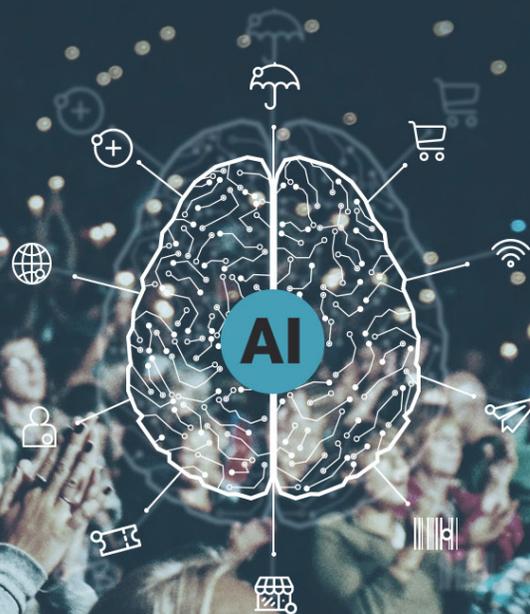


 **Activity Stream**

MAKING  
**DATA**  
WORK FOR  
**YOU**



**GET UNIQUE AND ACTIONABLE INSIGHTS...**

...to take sales, marketing and customer communications to a whole new level.

**PARTNERS AND CLIENTS INCLUDE**



*ticketmaster*<sup>®</sup>

**axs**<sup>®</sup>



**SPEKTRIX** 



GET STARTED NOW - **REQUEST A FREE DEMO**

Would you like to discover how Activity Stream makes data work for you in a smarter and more effective way? Get started by requesting a free demo on [sales@activitystream.com](mailto:sales@activitystream.com) or visit our website at [www.activitystream.com](http://www.activitystream.com) for deeper insights.

# KEY BENEFITS

HOW **ACTIVITY STREAM** TRANSFORMS YOUR ORGANIZATION



## Get a full real-time overview of sales and inventory

Stay on top of sales performance and go from overview to individual transactions in just a few clicks, allowing you to easily gain valuable insights into key figures and inventory status.



## Understand your customers

See sales and campaigns broken down by customer demographics and segmentation, and gain all the benefits from advanced tagging based on customer behavior across platforms, adding knowledge from every customer interaction.



## Track all your marketing campaigns automatically

Get the ultimate overview of all sales channels. Automated tracking of all sessions allows you to dive into the performance of campaigns, saving you significant time on campaign evaluation and adding new dimensions to your marketing KPIs.



## Improve segmentation - for better conversion and personalized communications

Set up targeted and personalized campaigns by segmenting across customer demographics and key behaviors, and export directly to csv or integrated campaign tools in order to increase relevance and conversion.



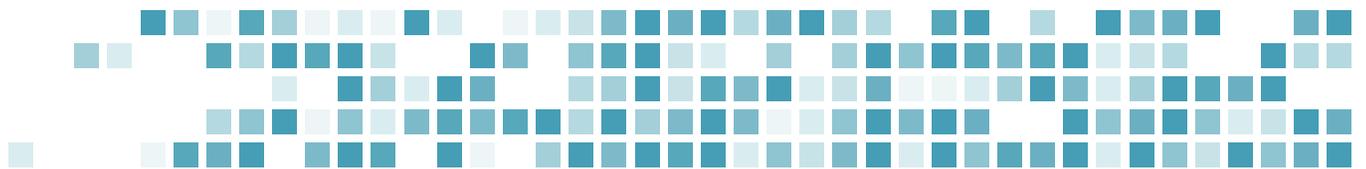
## Spend your time and money right through AI-based predictions

Get predictions of ticket sales based on advanced machine learning empowering you to spend your time and money where it is most effective, and then track how actual sales performance is developing compared to the latest prediction.



## Use data to create magical customer moments

Spot the opportunities to create special customer moments - a group arriving from far away, a birthday, a repeat traveler, a returning high value customer - enabling you to create unique customer experiences to increase loyalty and spur word-of-mouth effects.



# THE FUTURE...

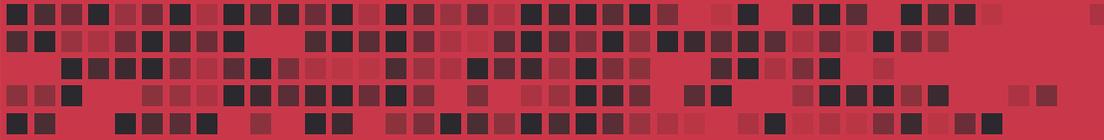
PERSONALIZED **CUSTOMER MOMENTS** AND EXPERIENCES

The future is all about understanding your customers. By 2020, 51% of consumers expect that companies will anticipate their needs and make relevant suggestions before they make contact. Personalization works: 88% of U.S. marketers reported seeing measurable improvements due to personalization.

\*RRD

# OBSERVATIONS

Let Activity Stream **monitor your data in real-time** and notify you when you should take action on sales and marketing or when you have an opportunity to improve customer experience.



## IMPROVE INVENTORY MANAGEMENT

Price zone A is almost sold out, but you still have 62% unsold tickets in price zone B. **To increase revenue, move inventory to zone A.**

## OPTIMIZE PRICING

Tickets are selling very fast in price zone B, but you have a lot of unsold tickets for later events. **To optimize pricing, increase the price in zone B.**

## ENHANCE MARKETING PERFORMANCE

Your current campaign has significantly higher conversion rates with women. **To increase marketing ROI, create a campaign targeted at women only.**

## CREATE CUSTOMER MOMENTS

You have a group of 22 first-time visitors coming from far away on Saturday. To enhance the customer experience, **reach out to them for a special welcome.**

Activity Stream provides **the ultimate overview**, allowing you to explore your data and save significant time to focus on value-adding tasks.

# SOLUTIONS & PRICING

All Activity Stream’s solutions are based on a SaaS model with a monthly subscription fee. No hidden fees, no additional invoicing. Select the relevant tier and get started.

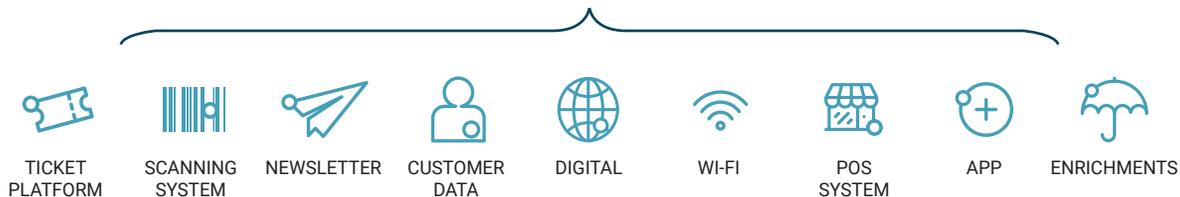
		< 250k tickets	250k-500k tickets	500k-1m tickets
Standard	Full overview of ticket sales, customers, sales channels and key observations.	\$950/mo	\$1,300/mo	\$1,600/mo
+ Advanced	More advanced campaign tracking, AI based audience suggestions and more.	+\$475/mo	+\$650/mo	+\$800/mo
+ Scanning	Benefit from connected scanning data to understand arrival patterns and segment customers.	+\$475/mo	+\$650/mo	+\$800/mo
+ Fund-raising	<div style="background-color: #f4a460; padding: 2px;">Q2 '19</div> Map donations to customers and ticket sales and get insights into donation patterns and what drives them.	+\$475/mo	+\$650/mo	+\$800/mo

Set up costs equal two months subscription fee. Network-specific integration costs may apply. For organizations spanning multiple venues, multiple suborganizations or requiring custom integration or solution elements, a by-quote Enterprise model applies

## ABOUT ACTIVITY STREAM

WE UNLOCK THE POTENTIAL OF YOUR DATA

Activity Stream is set up in Reykjavik, Copenhagen and Belgrade. We are driven by a passion for the discovery of transforming how your organization works in a smarter and more effective way by bringing the most innovative data-based solution to venues and sports clubs.



For more information visit [www.activitystream.com](http://www.activitystream.com) or email us at [sales@activitystream.com](mailto:sales@activitystream.com)