Eventbrite

Get to Know Your Event's MVA (Most Valuable Attendee)



Your most valuable attendees are the key drivers of your event's success. Get to know them and you can improve retention, attract more sponsors, and increase profit margins.

In this exercise, you'll learn how to discover — and target — your most valuable attendees (MVAs), all through technology you're already using to run your events.



Who are your MVAs?

The greatly depends on what's most valuable to your event. In the exercises below, you'll learn how to identify your MVAs based on three common event goals: to retain loyal attendees, increase marketing return on investment (ROI), and attract more event sponsors.

01

Goal #1: Retain loyal attendees

Focus on attendees who have attended more than one event, and identify the characteristics they have in common.

If your goal is to retain attendees from previous events and build a community, your MVAs will be the attendees who repeatedly attend your events.

To identify your most loyal attendees, you'll need to analyze your attendee data. When attendees purchased tickets or registered for your previous events, your event ticketing and registration platform likely captured basic information about them — their name, location, and email. Depending on your provider, you also might have insight into when they purchased or registered and how they discovered your event.

Focus on attendees who have attended more than one event, and identify the characteristics they have in common. For example, your platform should make it easy for you to see the point during the on-sale that the majority of them purchased a ticket or registered.

What was the source of the sale — email, social media, or a marketing campaign? This data should also be easy to access. Once you figure out the source that encouraged these attendees to come back for more, you can replicate that success for future events.

Attendee data

Name

Eve N. Taylor

New or Returning

Returning

Location

Las Vegas

Source of sale

Facebook

Purchase date

09/21/2017

Email

*****@gmail.com



02

Goal #2: Increase marketing ROI

If your goal is to decrease marketing spend and increase profits, your MVAs will be attendees who cost the least to acquire.

Because, instead of wasting budget on uninterested buyers, for instance, you can target only the most interested event-goers by their age, gender, and other defining characteristics.

To learn who they are, you'll need to dive into your web analytics. When interested event-goers land on your event's website or listing, your web analytics (i.e., Google Analytics) capture anonymized information about them — including age, gender, traffic source and software preferences.

Concentrate on the web visitors who completed the purchase process or viewed your "thank you" or "confirmation" page (assuming you have these pages on your site). Within your web analytics, you can identify the sources (i.e., Facebook or Google Search Ads) that drove the most traffic, then compare the cost of each channel to the amount of tickets or registrations sold to determine their cost-per-acquisition.

For instance, let's say both your ads on Facebook and Google Search successfully sold 100 tickets or registrations. If you spent twice as much on Google Search ads, you can increase your profit margins by reallocating budget to your Facebook campaigns.

Once you've identified your most profitable marketing channel, cross-reference with the demographic information — what is the basic profile of attendees coming through that channel? This insight will help you create more cost-effective marketing campaigns. Because, instead of wasting budget on uninterested buyers, for instance, you can target only the most interested event-goers by their age, gender, and other defining characteristics.

Event website or listing data

Age

26

Gender

Female

Mobile Device

Apple iPhone

Source

Facebook ad



03

Goal #3: Attract more event sponsors

If you're hoping to land a big sponsorship deal, your MVAs will be attendees who'll attract — and win — the most valuable sponsors.

Start with your social platforms — anywhere your event has a presence. Major social media networks provide anonymized information about your followers and others like them through their advertising platforms. Twitter and Facebook, for example, have advertising platforms that tell you their average income, education level, and interests.

With Facebook's "Audience Insights," for example, you can use your attendee email list to find out which pages they like, spending habits, and purchase behavior.

Look for opportunities that would appeal to your ideal sponsor list — for example, if the majority of your attendees are in the market for a luxury SUV, you way want to reach out to manufacturers with a sponsorship proposal. And with the information regarding their purchase behavior and household income, you can make a compelling case to potential sponsors.

Social Media Data

Average Income

$87,000 USD

Spending Habits

Food & Drink, Home & Garden

Education

Masters

Relationship Status

Married

Pages Liked

Southwest Airlines, Netflix, Eventbrite



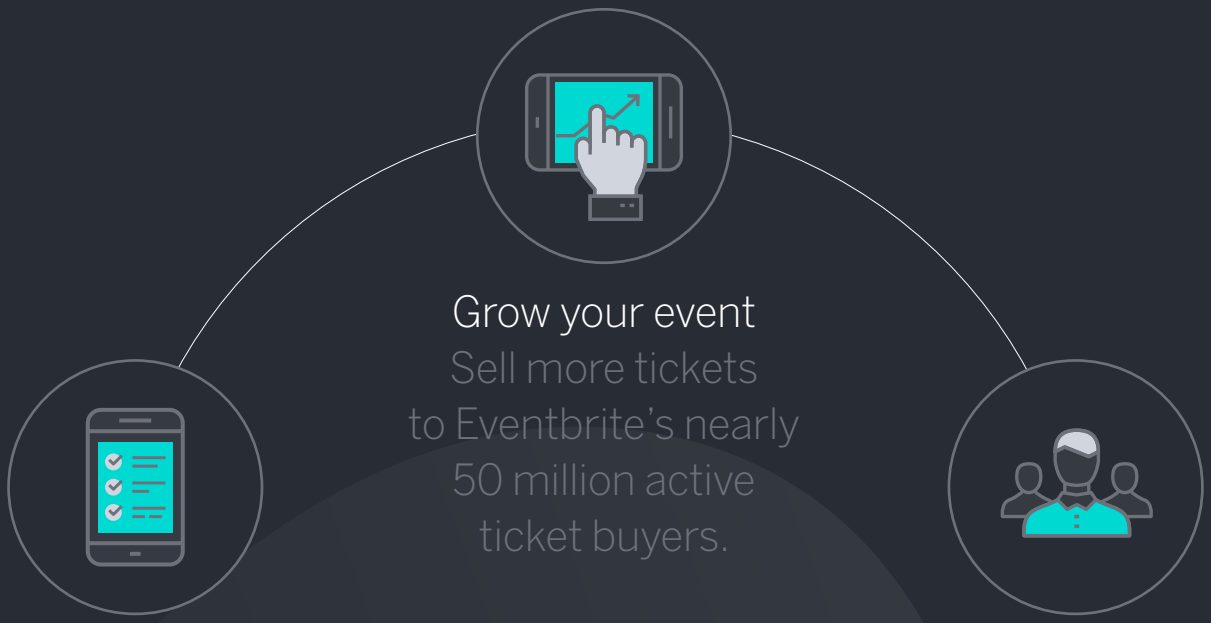
More ways to leverage your MVA

A complete picture of your most valuable attendees, can open the door to many more opportunities. With the right ticketing and registration partner, you can more easily identify your most valuable attendees and help others like them discover your event. To learn more, call one of our experts by calling (866) 902-2531 or contact us here

Eventbrite

Powering more than two million events each year.

Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Grow your event

Sell more tickets to Eventbrite's nearly 50 million active ticket buyers.

Simplify your planning

Promote, manage, and analyze your event from any device.

Impress your attendees

Delight with ease of purchase, convenient ticket access, and speedier entry.

Talk to an event expert

View on-demand demo
