

# WAITLIST SOLUTIONS

Gather insights on your most engaged fans and their buying behaviors to guide business decisions for your event

## Benefits



### Collect

Strengthen your first-party database and gather information on relevant fans



### Analyze

Make informed decisions on your pricing strategy, lineup strength, ticket offerings and capacities



### Secure

Guarantee authentic tickets to fans while minimizing bot interference and ticket scalpers



### Convert

Recoup potential lost sales by aiding customer retention, customer service, and overall festival satisfaction



### Functionality

Fully customizable + removes the need for a third-party platform to keep it simple for the fans

## Pricing

No cost to promoter to implement. Per ticket fee is passed on to the fulfillment of orders. If interested – reach out to your Business Development representative for more information.

## When To Activate

### RSVP/Presale

Before announce, identify your highest intent buyers and gauge demand.

### Sellout

Continue to gather information on fans that “missed out” and allow them to RSVP for the waitlist queue for multiple ticket types.

\*FGT handles management of the waitlist queue + fulfillment

### Post-Event

Capitalize on your momentum and open the opportunity for your eager fans to join the waitlist all year round + retain them for exclusive announcements leading up to on sale.

