

SALES REPORTS

MASTER SALES REPORT

- The Master Sales Report lists dates on which you have or had events. Clicking on a date will give you a list of all the events you have on that particular date. Clicking on an event name from that date will list all of the customers who bought tickets through TicketsWest along with their:
 - **Disposition Code** (Delivery Method): M = Mail, WC = Will Call, P = Printed, PAH = Print at Home
 - **Price Level:** You can think of a price level as the various physical locations in the venue where price breaks occur. For example, a concert at a sporting arena may have: Price Level One = Floor Seats, Price Level Two = Lower Bowl Seats, Price Level Three = Upper Bowl Seats
 - **Price Type:** You can think of price types as the various types of tickets sold which describe the person who will be sitting in the seat/using the ticket. Examples of price types include: AD = Admit One, A = Adult, CH = Child, SR55 – Seniors ages 55 and over, C = Comp tickets, PP = tickets that were pre-pulled by the event's promoter, etc
 - **Quantity:** The quantity of tickets purchased
 - **Price:** Face value of an individual ticket ordered (in specific Price Level and Price Type)
 - **Value:** The total value of the individual order based on ticket price and number of tickets ordered. The total quantity and value for tickets issued through TicketsWest is at the bottom of the expanded report to the right of the event name.

QUICK SUMMARY

- The Quick Summary gives you a general snapshot of tickets out for your event, including:
 - **Sold Quantity**
 - **Sold Amount:** the total value of sold tickets
 - **Pre-Pull Quantity:** total quantity of tickets pre-pulled
 - **Quantity:** the quantity of tickets purchased
 - **Pre-Pull Amount:** the total value of your pre-pulled tickets
 - **Comps:** number of complimentary tickets issued
 - **Opens:** number of seats still available for sale in the system
 - **User Holds:** total quantity of tickets pre-pulled
 - **Capacity:** total capacity of the venue
 - **Killed:** the number of seats built for the venue that are not available for use in any way for a particular event (this can vary depending on the venue where your event is held and how you are utilizing the facility)

SALES BY LOCATION

- For each event, this report tells you the **total quantity, value and sales channel used to purchase tickets** in each price level and price type combination.

SALES BY PRICE TYPE

- This report tells you the **total quantity of tickets sold for an event by Price Type** along with the value of tickets issued in that Price Type.

DEMOGRAPHIC / CONTACT REPORTS

CONTACT LIST

- The Contact List provides you the **list of customers** who have purchased tickets to your event. Included in this report is each patron's **address, phone number, email**, and whether they purchased over the phone or online (W for web sale; I for phone sale).

WILL CALL LIST

- The Will Call list provides you a **list of all customers who bought tickets in advance and wish to claim their tickets at the event.**
- Running this report displays dates of shows for which there is will call.
- Clicking the date will expand the list to show you each event on that date for which you have will call.
- Clicking on the event name from the expanded list will show you the list of patrons with will call to that event along with the price level and price type of tickets they purchased, the quantity purchased, and the location of the tickets.

MISCELLANEOUS REPORTS

CAPACITY RECAP / TOTAL SALES

- The Capacity Recap and Total Sales report let's you see a **quick shot of the total number of seats allocated** within a given price level for your event.
- You can think of price levels as the various physical locations within the venue where price breaks occur.
- You can also see the total number of seats remaining to be sold in a price level, the total number of "Held" seats (this number represents the number of pre-pulled tickets you have taken from this area), and the total capacity of the price level.

EVENT LISTING

- This Event Listing report provides you with a **list of all events** for which you have been set up to view eQuery reports.

PRICING REPORT

- The Pricing Report lists all events for which you have access to view online. Click the event name to see the **various prices for each price level and price type for that particular event.**

SEAT STATUS RECAP

- This report displays the **total number of remaining seats by price level and seat status** for a given event. For most users, a seat status of "O" for Open will be the only seats status displayed.
- Those users who requested various seat statuses placed to protect seats from sale for marketing purposes, to 'take care' of venue staff or artist management, etc will see more seat statuses on this report beyond just "O".

SEATS BY SEAT STATUS

- This report displays **specific seats that are available within a specific seat status.**
- To run this report, to see a specific seat status required enter the seat status into the "Enter Seat Status" field before clicking submit.
- Seat status examples: O = open, a = artist management, w = ADA seat, @ = Companion seat, etc...