

The Power of Data

Turning Insights into Attendee Loyalty

Event organizers who leverage data-driven insights increase attendee retention by up to **35%** and boost revenue by **28%**. From **sports event organizers, festivals, venues, and live experiences**, discover how to turn raw data into actionable insights that drive engagement, loyalty, and long-term growth.

35%

Increase in attendee retention with data insights

28%

Revenue growth through personalization

40%

Reduction in customer acquisition costs

01

DRIVE EVENT ROI WITH ANALYTICS

Drive Event ROI with Analytics

Understanding which marketing channels, ticket tiers, and promotional strategies perform best allows event teams to replace guesswork with confident, data-backed decisions.

- Track conversion rates across all ticket sales channels
- Compare customer acquisition costs to attendee lifetime value
- Identify peak purchasing windows and optimize on-sale timing

Read: [How Data Analytics Drive Event ROI](#)

ANALYTICS IMPACT

35%

Higher retention from data-driven decisions

28%

Revenue uplift through personalization strategies

40%

Lower acquisition cost with owned audience data

02

ATTENDEE INSIGHTS

Using Attendee Insights to Personalize Future Events

01

SEGMENT BY BEHAVIOR

Group attendees by purchase history, session attendance, and engagement depth to deliver relevant, targeted communications.

02

PREDICT FUTURE INTENT

Use past event data to anticipate what attendees want next — before they tell you. Proactively surface the right offer at the right time.

03

RE-ENGAGE LAPSED FANS

Identify attendees who haven't returned and trigger personalized win-back campaigns that reference their specific past experience.

04

BUILD LOYALTY OVER TIME

Turn one-time ticket buyers into multi-year loyalists by making every interaction feel designed specifically for them.

03

PERFORMANCE TRACKING

Essential Metrics to Track

Not all data is equally valuable. Focus on the metrics that directly influence attendance, engagement, and revenue performance.



Attendee Lifetime Value

Measure the total revenue each attendee generates across all events. Identify your highest-value segments and invest in retaining them.



Engagement Rate

Track session attendance, app interactions, and email response rates to understand which attendees are most activated by your programming.



Revenue Per Attendee

Divide total event revenue by unique attendees. Use this metric to measure the impact of upsell strategies and ticket tier optimization.

Read: [3 Metrics Every Event Organizer Should Track](#)

04

DATA OWNERSHIP

Own Your Data, Own Your Future

Legacy ticketing platforms often limit access to your most valuable asset. Full data ownership empowers organizers to build stronger audience relationships and make smarter decisions over time.

- Build direct, lasting relationships with your audience
- Control marketing, re-engagement, and retention strategies
- Create a sustainable competitive advantage through insights

Read: [The Future of Data Ownership in Event Tech](#)

SquadUP gives you full ownership of every data point your attendees generate.

- Every attendee record belongs to you
- Every purchase and behavioral signal is yours
- CRM and marketing integrations on your terms
- No marketplace lock-in on your audience

The Data Advantage

Measurable outcomes for organizers who leverage owned data

35%

Increase in attendee retention with data insights

28%

Revenue growth through personalization

40%

Reduction in customer acquisition costs

GET STARTED

Ready to Turn Event Data into Growth?

SquadUP's white-label ticketing and live event technology gives **sports event organizers, festivals, venues, and live event teams** complete data ownership, powerful analytics, and the insights needed to build lasting attendee loyalty.

[Discover SquadUP's Data Tools](#)