



# LOGITIX ONE

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## REVENUE MANAGER USER GUIDE

*August 2023*

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## APPENDIX – DEFINITIONS

- [Event Grid Columns](#)
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# EVENT GRID

# EVENT GRID

## 1. Upon Login, Navigate to "Revenue Manager"

The screenshot displays the Logitix Revenue Manager interface. On the left is a dark sidebar with the Logitix logo and navigation menu items: System Settings, Order Manager, Order Manager V2, Purchase Manager, Revenue Manager (highlighted with a red bar and a circled '1'), Logitix Live, Logitix Live V2, and Production Mapping. The main content area features a dashboard with four summary cards: TOTAL (purple), SOLD (blue), AVAILABLE (grey), and SINCE LAST PRICED (dark blue). Below these is a search bar for 'Events (55)' and a table with columns: Insights, Avail Tickets, Links, Shared Tickets, Primary, Avail Cost, Secondary, Avail List Price, Venue, Avail Face Value, Day, and Event Date. The table lists 12 events for the Arizona Diamondbacks and San Jose Earthquakes.

Insights	Avail Tickets	Links	Shared Tickets	Primary	Avail Cost	Secondary	Avail List Price	Venue	Avail Face Value	Day	Event Date
SQP 0%	1,184		198	Arizona Diamondbacks	\$30,400.00		\$54,932,895.27	Chase Field	\$47,874.00	Tuesday	06/12/202
SQP 0%	1,170		207	Arizona Diamondbacks	\$29,827.00		\$55,095,600.61	Chase Field	\$46,975.00	Wednes...	06/13/202
SQP 0%	1,171		209	Arizona Diamondbacks	\$29,873.00		\$55,023,051.02	Chase Field	\$47,040.00	Thursday	06/14/202
SQP 0%	1,785		511	Arizona Diamondbacks	\$41,936.00		\$109,527,294.64	Chase Field	\$63,700.00	Friday	06/15/202
SQP 16%	2,499		212	Arizona Diamondbacks	\$41,868.00		\$109,080,249.26	Chase Field	\$63,508.00	Saturday	06/16/202
SQP 0%	82		14	San Jose Earthquakes	\$3,907.00		\$41,895.00	Avaya Stadium	\$3,907.00	Saturday	06/16/202
SQP -31%	2,558		1,678	Arizona Diamondbacks	\$59,273.00		\$48,674,868.62	Chase Field	\$83,189.00	Sunday	06/17/202
SQP 0%	75		54	San Jose Earthquakes	\$3,648.00		\$2,013,998.00	Avaya Stadium	\$3,648.00	Saturday	06/23/202
SQP 0%	1,187		215	Arizona Diamondbacks	\$30,642.00		\$55,071,671.52	Chase Field	\$48,262.00	Tuesday	06/26/202
SQP 20%	1,180		269	Arizona Diamondbacks	\$30,186.00		\$54,929,598.07	Chase Field	\$47,582.00	Wednes...	06/27/202
SQP -16%	1,190		201	Arizona Diamondbacks	\$30,692.00		\$55,018,293.85	Chase Field	\$48,304.00	Thursday	06/28/202
SQP 0%	83		56	San Jose Earthquakes	\$4,303.00		\$12,299.00	Maloney Fiel...	\$4,303.00	Saturday	06/30/202

# EVENT GRID

2. The landing page is the "Event" grid. The default date range shows events a month into the future. One may need to click "Advanced Search" and expand the date range to find your events past the default month.

The screenshot displays the Logitix Event Grid interface. At the top right, it shows 'LTX - Arizona Diamondbacks'. Below this are four summary cards: 'TOTAL' (purple), 'SOLD' (blue), 'AVAILABLE' (grey), and 'SINCE LAST PRICED' (dark blue). The 'SOLD' card has a circled '2.' next to it. Below the cards is a search bar with 'Search Event Name' and a search button. The 'Advanced Search' button is highlighted with a red box. Below the search bar is a table with columns: Insights, Avail Tickets, Links, Shared Tickets, Primary, Avail Cost, Secondary, Avail List Price, Venue, Avail Face Value, Day, and Event Date. The table lists five events for Arizona Diamondbacks at Chase Field, with dates from 06/12/2022 to 06/16/2022.

Insights	Avail Tickets	Links	Shared Tickets	Primary	Avail Cost	Secondary	Avail List Price	Venue	Avail Face Value	Day	Event Date
SQP 0% 5%	1,184	tm	198	Arizona Diamondbacks	\$30,400.00		\$54,932,895.27	Chase Field	\$47,874.00	Tuesday	06/12/2022
SQP 0% 6%	1,170	tm	207	Arizona Diamondbacks	\$29,827.00		\$55,095,600.61	Chase Field	\$46,975.00	Wednes...	06/13/2022
SQP 0% 6%	1,171	tm	209	Arizona Diamondbacks	\$29,873.00		\$55,023,051.02	Chase Field	\$47,040.00	Thursday	06/14/2022
SQP 0% 5%	1,785	tm	511	Arizona Diamondbacks	\$41,936.00		\$109,527,294.64	Chase Field	\$63,700.00	Friday	06/15/2022
SQP 16% 4%	2,499	tm	212	Arizona Diamondbacks	\$41,868.00		\$109,080,249.26	Chase Field	\$63,508.00	Saturday	06/16/2022

# EVENT GRID

3. In addition to expanding the date range, one can also filter by event buckets, venues, performers, and can assign a filter as a preset so that way it can be saved for the next login session. A user can also modify settings to select light or dark mode, body text size, table dividers, and table margin sizes.

3. →

**Advanced Search Filters**

Search Event Name

Primary

Event Date  Bucket

From  to

Search Venue Name

Last Price Update Start - End

Pricing Manager

Pricing Analyst

Account Manager

Save this filter as preset


2025

Save as default page view

Search

Reset Fields Cancel

LTX - Arizona Diamondbacks



→

## Revenue Management Settings

### Theme Settings

Light Mode  Dark Mode

### Layout Settings

Body Text Size 12px

Display Table Dividers

Display Table Row Striping

### Table Margins

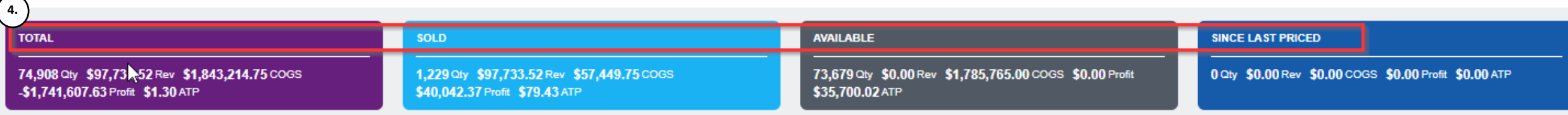
Small  Normal  Large

Apply Cancel

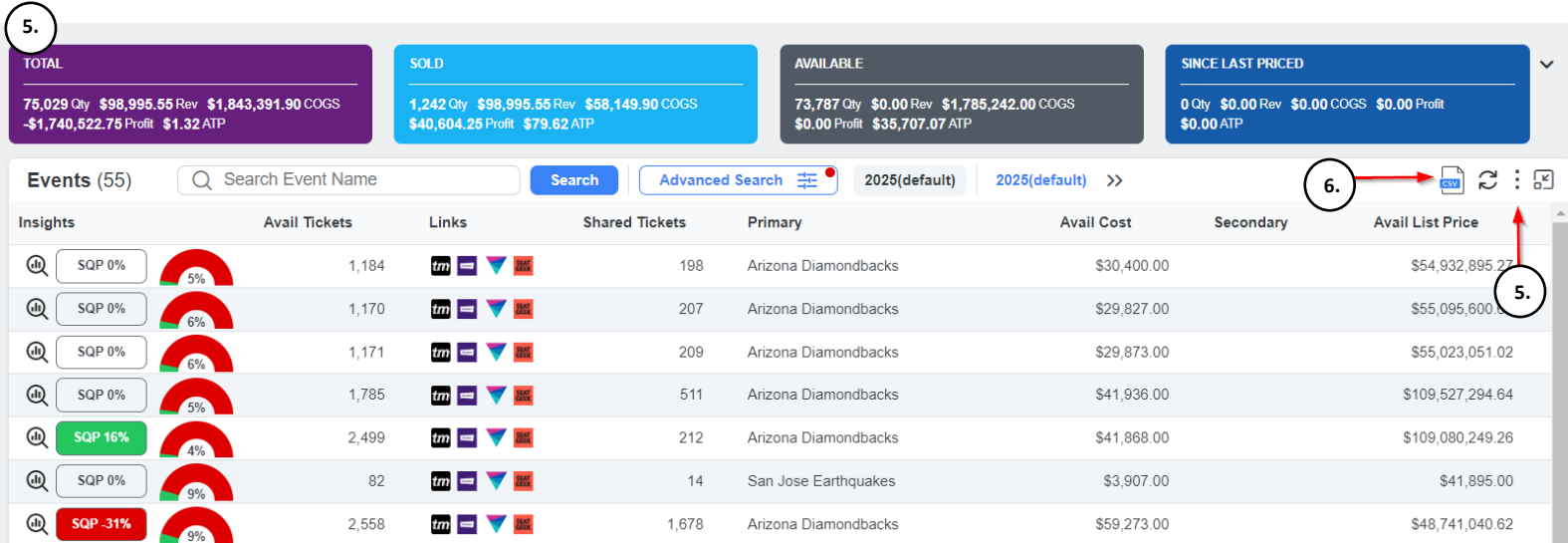
# EVENT GRID – INFO TILES

4. The user can also get useful information into the Event details from watching the tiles at the top of the screen for information (for total, sold, available, and since last priced) related to:

- Quantity, Revenue, Profit, And ATP



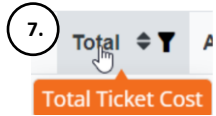
5. One first customization a user may want to make is using the icon. Clicking on this will allow one to modify which data one would like to surface upon login when pricing by configuring their Columns at the top of the grid.



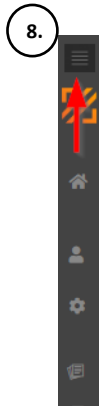
6. Additionally, one will find functionality to export to a CSV, refresh the event grid, or collapse the Event Grid into a column on the left-hand-side.

# EVENT GRID – DETAILS

7. Hovering over a column name will allow you to see the full header, as well as double-clicking. You can also drag and drop to re-arrange the order of columns.



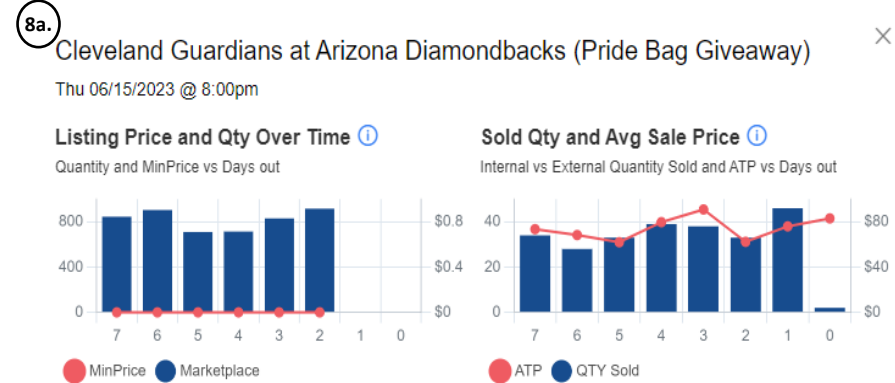
8. You can also minimize the side navigation bar by clicking the  button to maximize.












# EVENT GRID – DETAILS











## 8a. Here you'll find

- **8a. Insights into the event – to view these click on the  icon**
- **8b. In-line sales metrics**
- **8c. Marketplace links**



Additionally, hovering over the boxes will give you insight into LQP and SQP (daily marketplace metrics), and clicking on the odometer icon will allow you to see marketplace metrics vs. your own inventory metrics.)

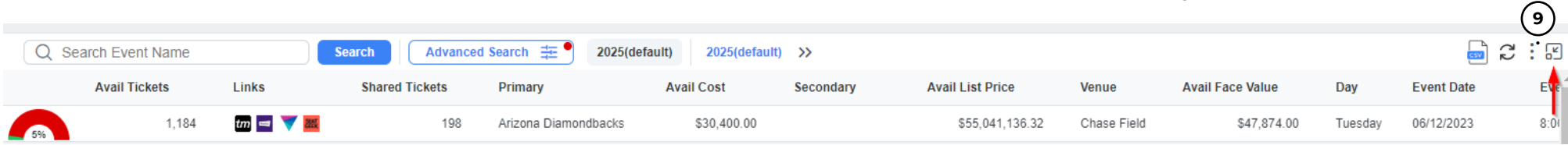
Insights	Avail Tickets	Links	Shared Tickets	Primary	Avail Cost	Secondary	Avail List Price
 <b>SQP 16%</b> 	2,499		212	Arizona Diamondbacks	\$41,868.00		\$109,080,249.26
 SQP 0%	82		14	San Jose Earthquakes	\$3,907.00		\$41,895.00
 <b>SQP -31%</b>	2,558		1,678	Arizona Diamondbacks	\$59,273.00		\$48,741,040.62
 SQP 0%	75		54	San Jose Earthquakes	\$3,648.00		\$2,013,998.00

Insights	Avail Tickets
 SQP 0%	 14%
 SQP 0%	 14%
 SQP 0%	 14%
 SQP 0%	 14%
 SQP 0%	 23%

Percentage of activated tickets vs Unsold tickets for event

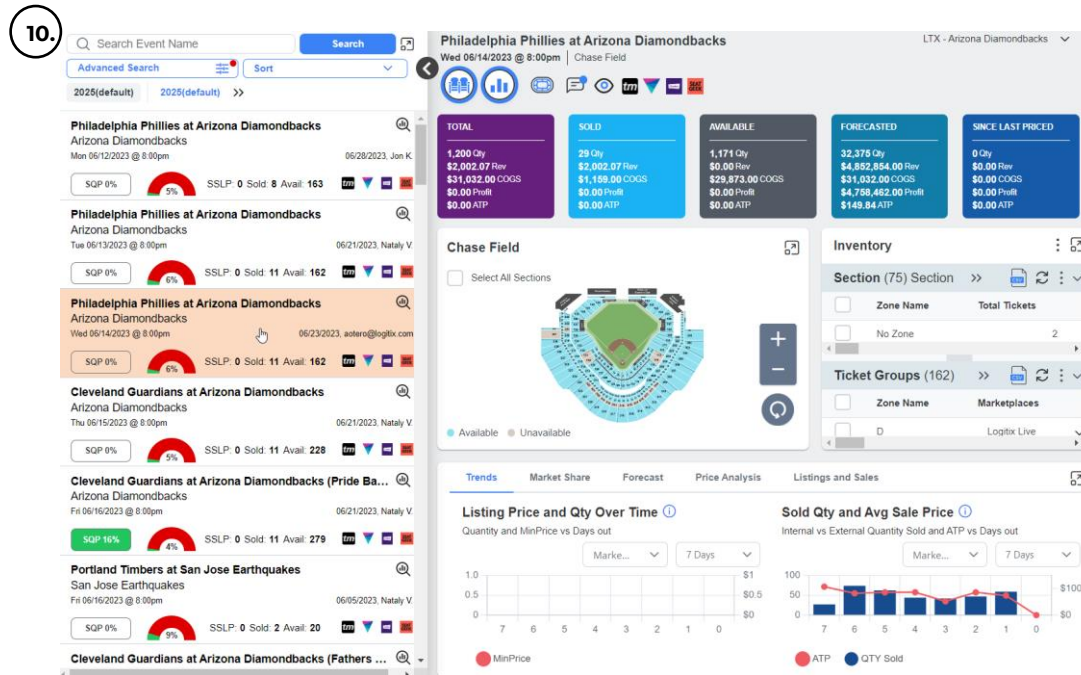
# EVENT GRID – DETAILS

9. You can also minimize the event pane to view more details simultaneously with the events on the left.



Avail Tickets	Links	Shared Tickets	Primary	Avail Cost	Secondary	Avail List Price	Venue	Avail Face Value	Day	Event Date	Event
5% 1,184		198	Arizona Diamondbacks	\$30,400.00		\$55,041,136.32	Chase Field	\$47,874.00	Tuesday	06/12/2023	8:01

10. Clicking on an event in the side pane, you'll easily see the venue map, your inventory and some insights into your event's data.



**10.** Philadelphia Phillies at Arizona Diamondbacks

Wed 06/14/2023 @ 8:00pm Chase Field LTX - Arizona Diamondbacks

TOTAL	SOLD	AVAILABLE	FORECASTED	SINCE LAST PRICED
1,200 Qty \$2,002.07 Rev \$31,032.00 COGS \$0.00 Profit \$0.00 ATP	29 Qty \$2,002.07 Rev \$1,169.00 COGS \$0.00 Profit \$0.00 ATP	1,171 Qty \$0.00 Rev \$29,873.00 COGS \$0.00 Profit \$0.00 ATP	32,375 Qty \$4,852,854.00 Rev \$31,032.00 COGS \$4,259,852.00 Profit \$149.84 ATP	0 Qty \$0.00 Rev \$0.00 COGS \$0.00 Profit \$0.00 ATP

**Chase Field**

Select All Sections

**Inventory**

Section (75) Section

Zone Name	Total Tickets
No Zone	2

**Ticket Groups (162)**

Zone Name	Marketplaces
D	Logitix Live

**Listing Price and Qty Over Time**

Quantity and MinPrice vs Days out

**Sold Qty and Avg Sale Price**

Internal vs External Quantity Sold and ATP vs Days out

# ZONE & TICKET GROUP GRID

# ZONE AND TICKET GROUP GRID

11. To navigate to the main details for the event, click on the arrow to minimize the event side pane.

Philadelphia Phillies at Arizona Diamondbacks  
Wed 06/14/2023 @ 8:00pm | Chase Field

TOTAL	SOLD	AVAILABLE
1,200 Qty \$2,002.07 Rev \$31,032.00 COGS \$0.00 Profit \$0.00 ATP	29 Qty \$2,002.07 Rev \$1,159.00 COGS \$0.00 Profit \$0.00 ATP	1,171 Qty \$0.00 Rev \$29,873.00 COGS \$0.00 Profit \$0.00 ATP

Chase Field

Select All Sections

Available Unavailable

12. Here you'll find the main event page. You can see your inventory and zones, ticket groups within those zones, and a venue map.

You can also click on the icons with the seats and chart to minimize the insights grid and maximize the venue map view.

Philadelphia Phillies at Arizona Diamondbacks  
Wed 06/14/2023 @ 8:00pm | Chase Field

TOTAL	SOLD	AVAILABLE	FORECASTED	SINCE LAST PRICED
1,200 Qty \$2,002.07 Rev \$31,032.00 COGS \$0.00 Profit \$0.00 ATP	29 Qty \$2,002.07 Rev \$1,159.00 COGS \$0.00 Profit \$0.00 ATP	1,171 Qty \$0.00 Rev \$29,873.00 COGS \$0.00 Profit \$0.00 ATP	32,375 Qty \$4,852,854.00 Rev \$31,032.00 COGS \$4,758,462.00 Profit \$149.84 ATP	0 Qty \$0.00 Rev \$0.00 COGS \$0.00 Profit \$0.00 ATP

Chase Field

Select All Sections

Inventory

Section (75) Section

Zone Name	Total Tickets	Shared Tickets	Avail Tickets	Avail Cost	Sold Tick
No Zone	2	0	2	\$16.00	

Ticket Groups (162)

Zone Name	Marketplaces	Activated	Quantity	Section	Row	Start Seat
D	Logitix Live	✓	2	D	7	

Trends Market Share Forecast Price Analysis Listings and Sales

Marketplace Listings

Update Date	Zone	Section	Row	Quanti	Per ticket pr
Sun 12/31/0001		313	1	2	40
Sun 12/31/0001		142	11	2	60
Sun 12/31/0001		123	26	2	60
Sun 12/31/0001		123	26	2	60
Sun 12/31/0001		316	2	2	38

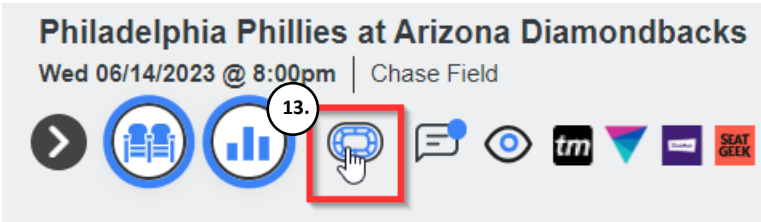
Marketplace Sales

Sale Date	Zone	Section	Row	Quar	ATP	Total Pric	
Fri 07/07/2...		STEA	15	6	25	150	
Fri 07/07/2...		STE18	18	7	130	910	
Fri 07/07/2...		D	24	4	144	576	
Fri 07/07/2...			118	10	5	19	95
Fri 07/07/2...			328	6	5	148	740

# ZONE AND TICKET GROUP GRID

13. The venue map icon will also allow you to toggle between Unified zones, Section zones, or Custom zones. Currently interactive venue maps and automation are only available for Unified zones and sections. What are the different zone types?

- Unified – Predefined grouping of sections to common inventory, system defined
- Custom – User defined
- Sections – Venues pre-set definition of zones



In certain cases, you may have to manually refresh the page for your Zone Control selections to be maintained.

Philadelphia Phillies at Arizona Diamondbacks  
Wed 06/14/2023 @ 8:00pm | Chase Field

TOTAL	SOLD	AVAILABLE
1,200 Qty \$2,002.07 Rev \$31,032.00 COGS \$0.00 Profit \$0.00 ATP	29 Qty \$2,002.07 Rev \$1,159.00 COGS \$0.00 Profit \$0.00 ATP	1,171 Qty \$0.00 Rev \$29,873.00 COGS \$0.00 Profit \$0.00 ATP

Chase Field

Select All Sections

Inventory

Section (75) Section Publish Undo Mass Edit Ma

Zone Name	Total Tickets	Shared Tickets
-----------	---------------	----------------

13.

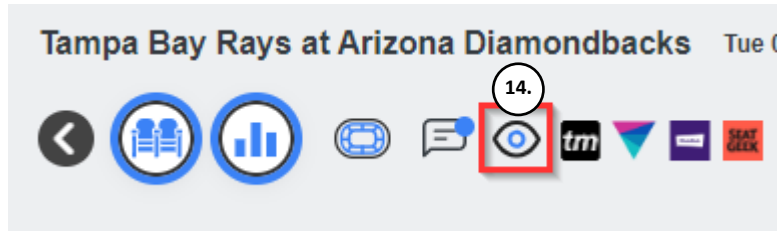
### Zone Control

Zone Type	View	Automation
Unified Zones	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Custom Zones	<input type="radio"/>	<input type="radio"/>
Section Zones	<input type="radio"/>	<input type="radio"/>

Apply Cancel

# ZONE AND TICKET GROUP GRID

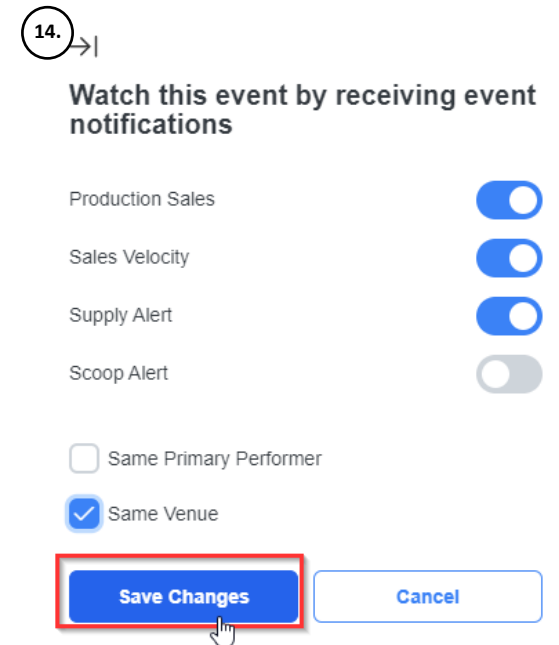
14. A user can also become a “watcher” of an event and subscribe to a number of different notifications at the Event level by clicking on the eye icon.



A side pane will appear on the right-hand-side of the screen to subscribe (via email) to

- **Production Sales notifications** – Alerts a user for any sale within that event
- **Sales Velocity increases** – Alerts a user how many tickets have been sold since the event’s Target Price was last changed
- **Supply alerts** – Alerts a user when there’s a 10% change up or down in quantity of daily listing snapshots and there are at least 100 listings, updated once a day after the listings are ingested
- **Scoop alerts** – Alerts a user when over 25 tickets and over 10% of the total inventory have sold in the last 5 minutes for the event

As well as applying alerts to the same venue and same primary performer! You can also subscribe to these via your Logitix1 login at :  
<https://members.logitix.com/#/Subscription>



# ZONE AND TICKET GROUP GRID

15. One useful tool that you may choose to use is the Venue Map functionality. By clicking into a section in the map, the zone will filter in the Inventory grid, and this will also automatically update the insights for the selected zone(s). (We'll dive more into Insights later!)

The top screenshot shows the 'Chase Field' venue map on the left and the 'Inventory' grid on the right. The 'Upper Infield' zone is highlighted in dark blue on the map. The 'Inventory' grid shows the 'Upper Infield' zone selected, with a price of \$34.00 and 78 total tickets. The 'Ticket Groups' table below shows 219 groups, with the 'Upper Infield' group selected.

Zone Name	Price Rec	Recommended Price	Total Tickets	Target Price	Price Distribution Template	Auto Price Dist	Shared Tick
No Zone			2				
Lower Corner	Recomm...	\$47.00	95	\$476.00	Uniform	X	✓
Upper Home Plate		\$39.00	218				
Upper Infield		\$34.00	78				

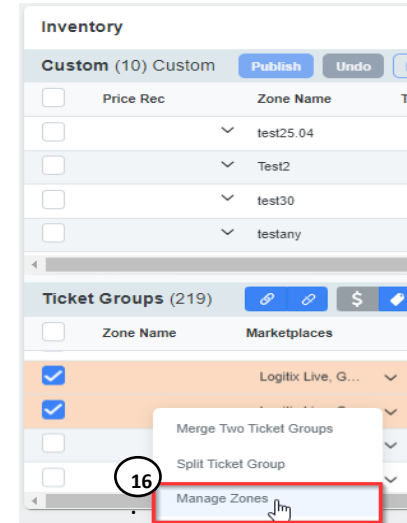
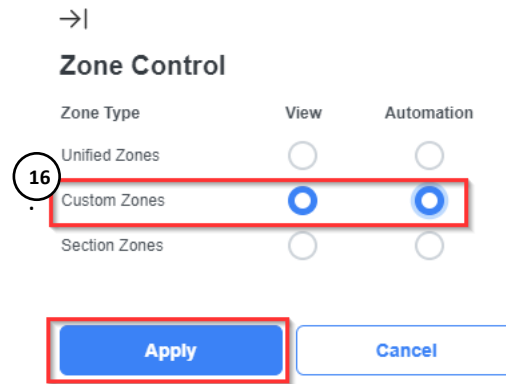
The bottom screenshot shows the 'Chase Field' venue map on the left and the 'Inventory' grid on the right. The 'Upper Infield' zone is highlighted in dark blue on the map. The 'Inventory' grid shows the 'Upper Infield' zone selected, with a price of \$34.00 and 78 total tickets. The 'Ticket Groups' table below shows 81 groups, with the 'Upper Infield' group selected.

Zone Name	Price Rec	Recommended Price	Total Tickets	Target Price	Price Distribution Template	Auto Price Dist	Shared Tick
No Zone			2				
Lower Corner	Recomm...	\$47.00	95	\$476.00	Uniform	X	✓
Upper Home Plate		\$39.00	218				
Upper Infield		\$34.00	78				

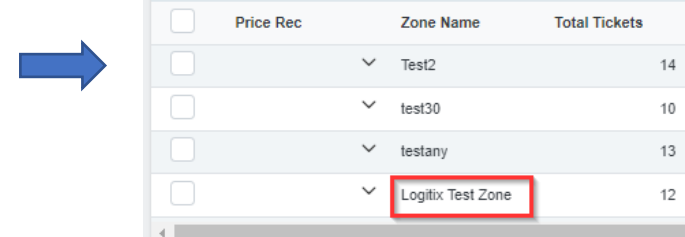
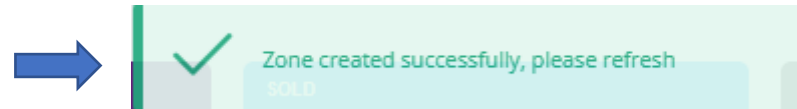
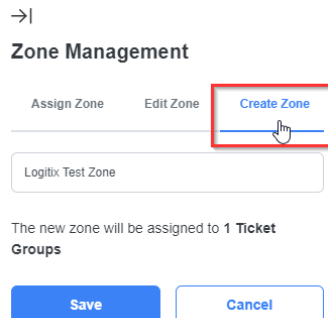
As you can see, the zones that are clicked have become a darkened blue and are now selected in the Inventory grid. The same works in the opposite direction, if a zone is selected in the grid on the right hand side, the venue map will darken the relevant section to reflect the selection.

# ZONE AND TICKET GROUP GRID

16. A user can create a custom zone by selecting Custom Zones for View and Automation, clicking “Apply” and then right-clicking the Ticket Groups they would like to create a Zone for. Following this, they can select “Manage Zones”



From here, a user can Assign a zone to a Ticket Group, Edit existing custom Zones or Create a Zone and name it accordingly, for this example it will be named “Logitix Test Zone.” A green message will appear after the zone is successfully created. Then the user will refresh the page and the new zone will appear in the Zone Grid.



# ZONE AND TICKET GROUP GRID

17. Additionally, depending on if a user would like to price at the Ticket Group level, or the Section level, they can click on the small icon to expand or compress each pane. Columns can also be configured in the inventory grid, like how the columns were customized in the Event grid. The three dots to the left of the full screen can also be selected to switch your default to Zones only, Ticket Groups only, or Both.

**Inventory**

Section (75) Section Publish Undo Mass Edit Mass Apply Price Rec >> CSV Refresh More

<input type="checkbox"/>	Zone Name	Total Tickets	Shared Tickets	Avail Tickets	Avail Cost	Sold Tick
<input type="checkbox"/>	No Zone	2	0	2	\$16.00	

**Ticket Groups (162)** Link Refresh Price Publish Undo Mass Edit CSV Refresh More

<input type="checkbox"/>	Zone Name	Marketplaces	Activated	Quantity	Section	Row	Start Seat
<input type="checkbox"/>	D	Logitix Live	✓	2	D	7	

Philadelphia Phillies at Arizona Diamondbacks  
Wed 06/14/2023 @ 8:00pm | Chase Field

LTX - Arizona Diamondbacks

**TOTAL**  
 1,200 Qty \$2,002.07 Rev  
 \$31,032.00 COGS  
 \$0.00 Profit \$0.00 ATP

**SOLD**  
 29 Qty \$2,002.07 Rev  
 \$1,159.00 COGS  
 \$0.00 Profit \$0.00 ATP

**AVAILABLE**  
 1,171 Qty \$0.00 Rev  
 \$29,873.00 COGS  
 \$0.00 Profit \$0.00 ATP

**FORECASTED**  
 32,375 Qty  
 \$4,852,854.00 Rev  
 \$31,032.00 COGS  
 \$4,758,462.00 Profit  
 \$149.84 ATP

**SINCE LAST PRICED**  
 0 Qty \$0.00 Rev  
 \$0.00 COGS \$0.00 Profit  
 \$0.00 ATP

**Inventory**

Section (75) Section Publish Undo Mass Edit Mass Apply Price Rec Price Distro Follow the Market CSV Refresh More

<input type="checkbox"/>	Zone Name	Total Tickets	Shared Tickets	Avail Tickets	Avail Cost	Sold Tickets	Avg Sold Price	Revenue	Profit	Target Price
<input type="checkbox"/>	No Zone	2	0	2	\$16.00	0	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	102	26	10	26	\$364.00	0	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	103	54	2	54	\$756.00	0	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	104	34	0	34	\$476.00	0	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	107	10	10	10	\$130.00	0	\$0.00	\$0.00	\$0.00	
<input type="checkbox"/>	108	16	16	16	\$992.00	0	\$0.00	\$0.00	\$0.00	

**Ticket Groups (162)** Link Refresh Price Publish Undo Mass Edit CSV Refresh More

<input type="checkbox"/>	Zone Name	Marketplaces	Activated	Quantity	Section	Row	Start Seat	End Seat	Cost	List Price	Face
<input type="checkbox"/>	D	Logitix Live	✓	2	D	7	1	2	\$75.00	\$1,536.00	\$115.00
<input type="checkbox"/>	D	Logitix Live	✓	12	D	8	1	12	\$75.00	\$1,710.00	\$115.00
<input type="checkbox"/>	F	Logitix Live, G...	✓	3	F	9	5	7	\$75.00	\$1,332.00	\$115.00
<input type="checkbox"/>	N	Logitix Live, G...	✓	8	N	9	1	8	\$75.00	\$1,638.00	\$115.00
<input type="checkbox"/>	Q	Logitix Live, G...	✓	6	Q	8	1	6	\$75.00	\$1,584.00	\$115.00
<input type="checkbox"/>	A	Logitix Live, G...	✓	4	A	E	3	6	\$58.00	\$1,260.00	\$75.00

# ZONE AND TICKET GROUP GRID

18. One of my columns is the List price, I can scroll to the right, click into a listing price and change the price at the Ticket Group Level by typing in a price, hitting Enter (which will highlight to indicate I have unpublished changes) and then clicking “Publish”.

Hitting Enter will also auto-guide the user to the next Ticket Group beneath the re-priced List price.

Ticket Groups (162)				
Cost	List Price	Face	Consignment	Affiliate Name
\$75.00	\$1,536.00	\$115.00	✓	DSE - Arizona Diam..
\$75.00	\$1,710.00	\$115.00	✓	DSE - Arizona Diam..



Ticket Groups (162)				
Cost	List Price	Face	Consignment	Affiliate Name
\$75.00	\$1,536.00	\$115.00	✓	DSE - Arizona Diam..
\$75.00	\$1,725.00	\$115.00	✓	DSE - Arizona Diam..
\$75.00	\$1,332.00	\$115.00	✓	DSE - Arizona Diam..

# ZONE AND TICKET GROUP GRID

19. I can then scroll to the column titled “Marketplaces” to designate which marketplaces I’d like to list these tickets to and at which price.

The screenshot shows a table titled "Ticket Groups (162)". The columns are Zone Name, Marketplaces, Activated, Quantity, Section, Row, and Start Seat. A dropdown menu is open for the "Marketplaces" column, showing options: Logitix Live (checked), Vivid Seats, TickPick (checked), and Gametime (checked). A red circle highlights the "Marketplaces" column header.

Zone Name	Marketplaces	Activated	Quantity	Section	Row	Start Seat
D	Logitix Live, Ti...	✓	2	D	7	1
D	Logitix Live, Ti...	✓	12	D	8	1
F			3	F	9	5
N			8	N	9	1
Q			6	Q	8	1
A			4	A	E	3
B			4	B	G	9

20. I can then click “Activate” and Publish to make sure my tickets are live (a red triangle will indicate I have unsaved changes).

Note:

*For your inventory to be exported, it must be both Activated AND have marketplaces selected. (Shared, in this case, just designates that you have a combined “Activated” and marketplaces selected state)*

The screenshot shows an "Inventory" section with a table titled "Ticket Groups (162)". The columns are Zone Name, Marketplaces, Activated, Quantity, Section, Row, Cost, and List Price. The "Activate" button is circled in red, and the "Publish" button is highlighted with a red box. A red triangle is visible in the "List Price" column for the selected row.

Zone Name	Marketplaces	Activated	Quantity	Section	Row	Cost	List Price
D	Logitix Live	✓	2	D	7	\$75.00	\$1,536.00
D	Logitix Live, G...	✓	12	D	8	\$75.00	\$1,725.00

# ZONE AND TICKET GROUP GRID

21. You can also show and hide Shared vs. Unshared tickets as well as show and hide Sold and Available Inventory. Shared tickets have one or more marketplaces selected, unshared tickets do not. Available tickets are unsold.

Inventory

Unified (16) Unified [Publish](#) [Undo](#) [Mass Edit](#) [Mass Apply](#) [Price Rec](#) [Price](#)

<input type="checkbox"/>	Zone Name	Total Tickets	Shared Tickets	Avail Tickets	Av
Ticket Groups (169)					
<input type="checkbox"/>	Zone Name	Quantity	Section	Activated	

Ticket Groups (123) [Publish](#) [Undo](#) [Mass Edit](#)

<input type="checkbox"/>	Zone Name	Marketplace	Section	Activated
Ticket Groups (123)				
<input type="checkbox"/>	Zone Name	Marketplace	Section	Activated



# PRICING AUTOMATION

# PRICE DISTRO

22. Logitix's Revenue Management has several Pricing Automation tools to expedite your pricing workflow. These are

- Price Distribution
- Follow the Market
- Price Recommendation

Mass Editing and Mass Apply will also allow a user to set and use a variety of the Automation tools to be automatically run or apply to similar zones in similar events when pricing an entire season.

23a. The first requirement to use Price Distribution is to select a target price for the zone by typing in the price within the zone grid.

After updating the target price, a user can click "Publish" to Publish this price.

23a.

Inventory

Unified (17) Unified Publish Undo Mass Edit Mass Apply Price Rec Price Distro Follow the Market

<input type="checkbox"/>	Zone Name	Total Tickets	Target Price	Shared Tickets	Avail Tickets	Avail Cost
<input type="checkbox"/>	No Zone	2	.....	2	2	\$40.00
<input checked="" type="checkbox"/>	Lower Corner	209	\$400.00	112	205	\$1,752.00



Inventory

Unified (17) Unified Publish Undo Mass Edit Mass Apply Price Rec Price Distro Follow the Market

<input type="checkbox"/>	Zone Name	Total Tickets	Target Price	Shared Tickets	Avail Tickets	Avail Cost
<input type="checkbox"/>	No Zone	2	.....	2	2	\$40.00
<input checked="" type="checkbox"/>	Lower Corner	209	\$405.00	112	205	\$1,752.00

# PRICE DISTRO

23b. The final step is for the user to define which template they would like to use for spreading their inventory into different percentiles for pricing above and below the selected target price.

For this example, I'm using the "Broad" pricing template then clicking "Price Distro". A user can also price multiple zones at once by checking their boxes on the left hand side and clicking "Price Distro."

The image shows two screenshots of the 'Inventory' interface. The left screenshot shows the 'Price Distribution Template' dropdown menu open, with 'Broad' selected. The right screenshot shows the 'Price Distro' button highlighted in the top navigation bar.

Zone Name	Total Tickets	Target Price	Price Distribution Template	Shared Tickets	Avail Tickets
<input type="checkbox"/> No Zone	2	.....	.....	2	.....
<input checked="" type="checkbox"/> Lower Corner	209	\$405.00	Uniform	112	.....
<input type="checkbox"/> Upper Home Plate	323	\$75.00	.....	217	.....
<input type="checkbox"/> Upper Infield	118	.....	.....	116	.....
<input type="checkbox"/> Lower Outfield Right	174	\$200.00	.....	111	.....
<input type="checkbox"/> Lower Club Infield	122	.....	.....	117	.....
<input type="checkbox"/> Lower Infield	344	.....	.....	165	.....

Once successful a green message will display to show that distribution will begin to run on the selected zones' tickets. A user can also set up to have Price Distribution run automatically by checking the "Auto Price Dist" Column.

Price distribution is running for the selected zones. Ticket Group grid will be refreshed in a couple of seconds automatically...

The screenshot shows the 'Inventory' interface with the 'Auto Price Dist' column. The 'Lower Corner' row has a checkmark in the 'Auto Price Dist' column.

Zone Name	Total Tickets	Target Price	Price Distribution Template	Auto Price Dist
<input type="checkbox"/> No Zone	2	.....	.....	<input type="checkbox"/>
<input checked="" type="checkbox"/> Lower Corner	209	\$405.00	Broad	<input checked="" type="checkbox"/>

# PRICE DISTRO

## 23c. What are the pricing template types?

Uniform	Concentrates all of your inventory closed to your Target Price
Clearance	Splits half of your inventory withing 15% of your Target Price, and the remaining half of your inventory further out from the Target price
Broad	Splits your inventory into 4 different groups ranging from 10% of your Target Price out to 75% of your Target Price
Prospect	Evenly splits all your inventory between 10-60% of your Target Price
Conserve	Splits your inventory into 4 different groups from your Target price out to 100% difference of your Target Price
Single Price	Everything is priced the same as your Target Price
Competitive	Splits your tickets in 3 groups between 15% of your Target price to 30% of your Target Price
Base	Splits your inventory into 4 different groups between within 15-50% of your Target Price
Discount	A tighter spread- with all of your inventory falling into buckets between 10%-30% of Target Price

# PRICE DISTRO – TIERS & EVENT SCORES

We use tiers to price groups of events together for Go to Market pricing. Additionally, once in season, an event's tier is used to gauge it against historical events within that same tier. This is predominantly applied to Sell Through and ATP comparisons with the exception that market dynamics can change season over season year over year.

This is used to inform pricing and broadcasting decisions.

Tiering logic is that an "A" is a more expensive event / has higher volume, and tier "E" is a lower priced / lower volume event.

# PRICE DISTRO – AUTO SHARE

Allows a user to enable the automatic sharing of unshared ticket groups after a sale occurs. This implements the share threshold value in the zone grid.

Typically this is used to share more tickets automatically upon sale of the existing shared inventory. This allows a user to specify their threshold, either by quantity or percentage that they'd like to share by zone. (I.e. if my threshold is 20% of my inventory, and I begin to sell tickets reducing the total number of available tickets, Auto-share will continue to share the equivalent of 20% of my remaining tickets in that zone).

Autoshare will check your total inventory for listings at comparable prices, and if it can't locate tickets near the same price-point, it will activate tickets in the top of the distribution.

# PRICING AUTOMATION – FOLLOW THE MARKET

## 24. Next, let's look at Follow the Market

### What is it?

Follow The Market is a feature that provides users with a mechanism for automatically tracking and pricing their inventory against market inventory. It provides multiple metrics and customizations for how a user can tie their inventory to market prices.

The feature will run on-demand when new rules are saved for a zone in a production. Additionally, a background process polls for productions and zones that have Follow the Market rules enabled and will update prices respectively based on any market changes.

First, a user will rank all their ticket groups. They can do this by right clicking in the Zone Grid and selecting "Manual Re-rank". Then the ticket groups can be clicked and dragged to sort on the left-hand side with the 3-line icon, OR you can click the column headers to rank by section, row, start and end seat or price. (We have a default rank)

Second, once a zone is selected, a menu will appear that will allow you to specify what market criteria (portion of the market inventory) you'd like to compare your inventory with and how you'd like to price around those criteria. For example, you can select SeatGeek as the marketplace you'd like to price your Lower Goal Line inventory around, you can select if you'd like to price your inventory around the minimum, median, index or percentile and by which increment you'd like to price starting from your trail amount.

- Percentile – Follows the given percentile of the zone
- Min – Follows the lowest price within that zone
- Index – Follows a defined index based on price (take the 5th ticket group)
- Median – Takes the 50th percentile
- Increment – how much to increment the user's groups within that zone
- Trail Amount – dictates how a user will trail the selected listing (either up or down +/-)

**\*\*\*Something to consider: You must use unified zones to use Follow the Market\*\*\***

# PRICING AUTOMATION – FOLLOW THE MARKET

24a. First a user will rank all their ticket groups, this can be done by the instructions in 22a.

24. Second, a user will select a zone, and then click “Follow the Market”. A menu will appear to allow the user to customize which market criteria to compare your inventory to.

24a.

Inventory

Unified (16) Unified [Publish](#) [Undo](#) [Mass Edit](#) [Mass Apply](#) [Price Rec](#) [Price Distro](#) [Follow the Market](#)

<input type="checkbox"/>	Price Rec	Zone Name	Total Tickets	Target Price	Price Distribution Template	Auto Price Dist	Shared Tickets	Avail Tickets	Avail Cost
<input type="checkbox"/>		▼ No Zone	2	.....	▼	✓	0	2	\$22.00
<input type="checkbox"/>		▼ Lower Corner	95	.....\$123.00	Uniform X ▼	✓	38	95	\$1,024.00
<input checked="" type="checkbox"/>		▼ Upper Home Plate	218	.....	▼	✓	141	218	\$1,907.00
<input type="checkbox"/>		▼ Upper Infield	78	.....	▼	✓	38	74	\$586.00

# PRICING AUTOMATION – FOLLOW THE MARKET

24c. In this menu, the user can select which marketplace they'd like to follow, which metric they'd like to most closely follow, by which value, and the trail amount and increment. We'll dive into what the Trail and Increment amounts mean in a moment.

## What are the types of metrics?

- **Percentile** – this metric follows the mean of the zone selected for that marketplace
- **Min** – Follows the lowest price within the zone (unconfigurable as this is static)
- **Index** – Follows a defined index based on price (take the 5<sup>th</sup> ticket group listing for example)
- **Median** – takes the 50<sup>th</sup> percentile (unconfigurable as this is static)

→ |

24c. Follow the Market

Active zones (0)

<input type="checkbox"/>	Zone	Marketplace	Metric	Value	Trail Amount	Increment
<input type="checkbox"/>	Lower Baseline	SeatGeek...	Index	0	# 0	# 0
<input type="checkbox"/>	Lower Club Baseline	SeatGeek...	Percentile	0	# 0	# 0
<input type="checkbox"/>	Lower Club Infield	SeatGeek...	Min	0	# 0	# 0
<input type="checkbox"/>	Lower Corner	SeatGeek...	Index	0	# 0	# 0
<input type="checkbox"/>	Lower Home Plate	SeatGeek...	Median	0	# 0	# 0
<input type="checkbox"/>	Lower Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Center	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Left	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Right	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Corner	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Home Plate	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Infield	SeatGeek...	Perce...	0	# 0	# 0

Save Cancel

# PRICING AUTOMATION – FOLLOW THE MARKET

24d. A user will then specify what the Trail Amount and Increment that they would like to use are for their Follow the Market rule.

- Trail Amount - dictates how you will follow the market (ex. An amount of \$5 means that your price would be \$5 above the marketplace price you're following- this can also be negative)
- Increment – the amount that your price will change between Ticket Groups (ex. In this example my Metric Value is 50<sup>th</sup> percentile with a trail amount of 5 and an increment of 2. If my 50<sup>th</sup> percentile price on SeatGeek was \$25, my prices would be \$30, \$32,\$34,\$36,\$38, etc.)

→|

## Follow the Market

Active zones (0)

<input type="checkbox"/>	Zone	Marketplace	Metric	Value	Trail Amount	Increment
<input type="checkbox"/>	Lower Baseline	SeatGeek...	Perce...	50	# 5	# 2
<input type="checkbox"/>	Lower Club Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Club Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Corner	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Home Plate	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Center	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Left	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Right	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Corner	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Home Plate	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Infield	SeatGeek...	Perce...	0	# 0	# 0

Save

Cancel

# PRICING AUTOMATION – FOLLOW THE MARKET

24e. A user will then toggle on the applicable zones to activate the Follow the Market rule and click Save.

**Follow the Market**

Active zones (1)

<input type="checkbox"/>	Zone	Marketplace	Metric	Value	Trail Amount	Increment
<input checked="" type="checkbox"/>	Lower Baseline	SeatGeek...	Perce...	50	# 5	# 2
<input type="checkbox"/>	Lower Club Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Club Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Corner	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Home Plate	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Center	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Left	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Lower Outfield Right	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Middle Club Infield	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Baseline	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Corner	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Home Plate	SeatGeek...	Perce...	0	# 0	# 0
<input type="checkbox"/>	Upper Infield	SeatGeek...	Perce...	0	# 0	# 0

# PRICING AUTOMATION – PRICE REC

## 25. Price Recommendation

Price recommendation is used (based on historical and active marketplace listings and sell through in combination with event tiering) to produce a recommended price that a user can choose to manually override their target price with or automatically default to being set as the price for their ticket group.

### What is it?

Price Recommendation is where a user can choose to automatically or manually operate off the price recommendation based on historical and marketplace listings data that's updated on a regular basis

- In the case of manually choosing the Price Recommendation, you can view the recommended price for a zone based on marketplace data and manually type in the target price
- In the case of using automatic price recommendation- ticket groups in that zone will automatically readjust prices based upon the suggested target price from marketplace data

**Reminder: A user must be using Unified Zones to get a recommended price!**

Inventory

Unified (16) Unified Publish Undo Mass Edit Mass Apply Price Rec Price Distro Follow the Market

<input type="checkbox"/>	Zone Name	Total Tickets	Shared Tickets	Avail Tickets	Avail Cost	Sold Tickets
<input type="checkbox"/>	No Zone	2	0	2	\$16.00	
<input checked="" type="checkbox"/>	Lower Corner	52	38	52	\$802.00	

# PRICING AUTOMATION – PRICE REC

25a. The side panel will open for the selected zones to display a suggested Target Price.

25b. A user can also access this from the Zone grid in the “Recommended Price” column.

Here, they can also click into the “Price Rec” column to Recommend a price only, or to accept the Recommended Price automatically and override any other Price Automations.

25a. Price Recommendation  
Selected zones (15)

<input type="checkbox"/>	Zone Name	Current Price	Target Price	Pricing	Share Threshold
<input type="checkbox"/>	Lower Corner	476	\$194.00	U_X	25
<input type="checkbox"/>	Upper Home Plate		N/A		%
<input type="checkbox"/>	Upper Infield		\$123.00		%
<input type="checkbox"/>	Lower Outfield Right	200	N/A		10
<input type="checkbox"/>	Lower Club Infield		\$106.00		%
<input type="checkbox"/>	Lower Infield		N/A		%
<input type="checkbox"/>	Lower Home Plate		\$194.00		%
<input type="checkbox"/>	Upper Baseline		N/A		%
<input type="checkbox"/>	Lower Outfield Left		\$149.00		%
<input type="checkbox"/>	Middle Club Baseline		N/A		%
<input type="checkbox"/>	Lower Club Baseline		\$190.00		%
<input type="checkbox"/>	Middle Club Infield		N/A		%
<input type="checkbox"/>	Lower Baseline		\$143.00		%
<input type="checkbox"/>	Upper Corner		N/A		%
<input type="checkbox"/>	Lower Outfield Center		\$125.00		%

Save Cancel

*Reminder: A user must also check “Auto -Price Distribution” in their columns for the Price Recommendation to automatically update their Target Price*

25b. Inventory

Unified (16) Unified		Publish	Undo	Mass Edit	Mass Apply	Pri
<input type="checkbox"/>	Price Rec	Recommended Price	Zone Name	Total		
<input type="checkbox"/>			No Zone			
<input checked="" type="checkbox"/>	Recommen... X	\$47.00	Lower Corner			
<input type="checkbox"/>		\$39.00	Upper Home Plate			
<input type="checkbox"/>		\$34.00	Upper Infield			
<input type="checkbox"/>		\$50.00	Lower Outfield Right			

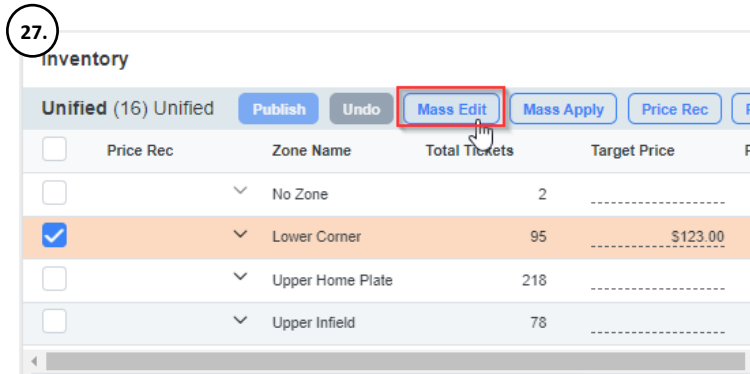
Recommend Only  
Recommend & Accept



# MASS EDIT - ZONE

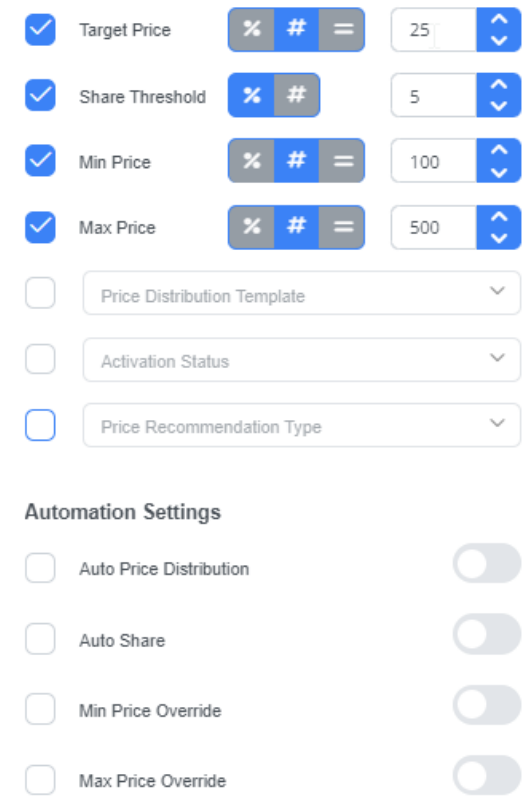
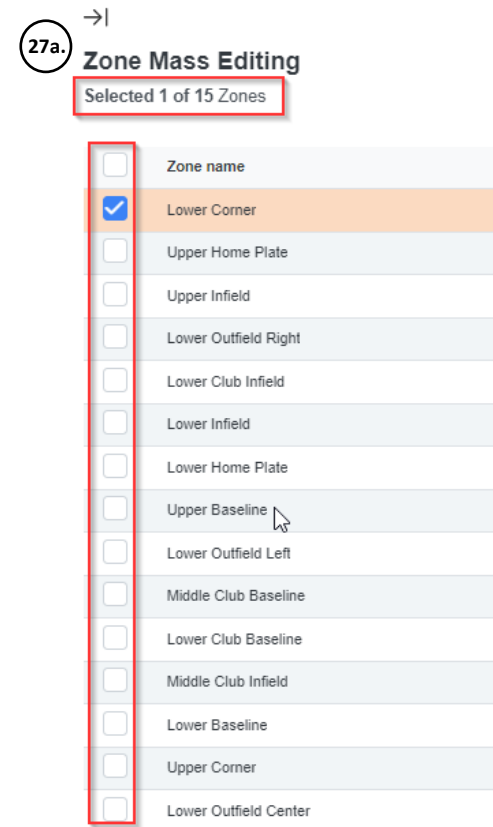
# ZONE MASS EDIT

27. Another function that's useful is the ability for a user to "Mass Edit" their Zones and Ticket Groups. We'll begin with Mass Editing of Zones. This can be done by selecting a Zone and then hitting the "Mass Edit" button.



27a. A user can then select the zones that they would like to apply their modifications to and set:

- Target Price
- Share Threshold
- Min Price
- Max Price
- Assignment of a Price Distribution Template
- Activate the Zone
- Whether to turn Price Recommendations on, or to auto-accept a recommended price



# ZONE MASS EDIT

27b. In setting any of the customizations, a user may select between a percentage, a digit, or an exact amount. A percentage or # would designate how much you would like to raise the Target Price or Min/Max price by, while an = would designate a precise value you would like to set. The same is true for Share Threshold % and #.


## What is “Share Threshold”?

Share Threshold is the proportion of inventory you would like to maintain broadcasted as inventory sells or is ingested.

For this example, this graphic shows:

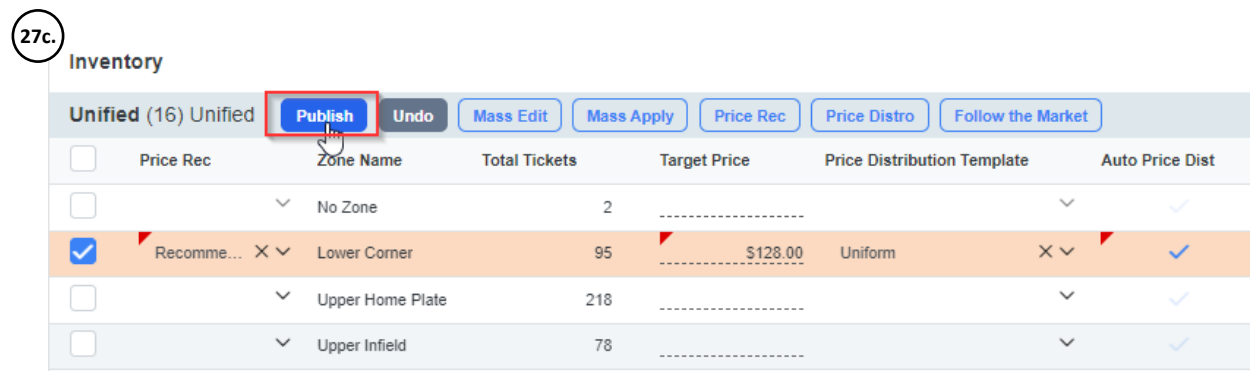
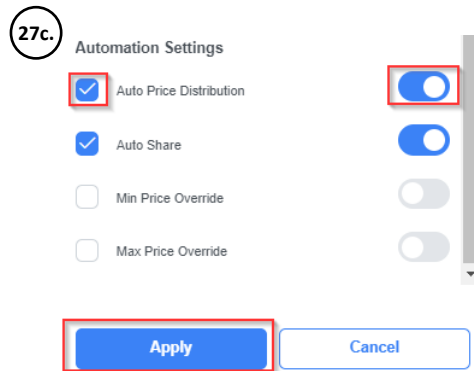
- I am raising the Target Price for my selected zone(s) by \$5
- I am continuously sharing inventory to retain 10% of my inventory available on the marketplaces
- I have a Minimum price of \$100 in the zone
- I have a Maximum price of \$500 in the zone
- I have chosen a Uniform Price Distribution template for my zone
- I have chosen to Activate the zone on the selected marketplaces in the “Marketplaces” column
- I have chosen to use a Price Recommendation from the Marketplace and override my Target Price preferences by Accepting the recommendation

27b.

<input checked="" type="checkbox"/>	Target Price	% # =	5	↑ ↓
<input checked="" type="checkbox"/>	Share Threshold	% #	10	↑ ↓
<input checked="" type="checkbox"/>	Min Price	% # =	100	↑ ↓
<input checked="" type="checkbox"/>	Max Price	% # =	500	↑ ↓
<input checked="" type="checkbox"/>	Uniform		X ↓	
<input checked="" type="checkbox"/>	Activate		X ↓	
<input checked="" type="checkbox"/>	Recommend & Accept		X ↓	
<input type="checkbox"/>	Auton	Recommend Only		
<input type="checkbox"/>		Recommend & Accept 		

# ZONE MASS EDIT

27c. In the Automation Settings Panel, a user can select if they would like to be able to automatically run Price Distribution, automatically share when they reach the Share Threshold, and enable Minimum and Maximum price override (Note: you must check the box AND toggle the customization on). To save your Mass Edits, click “Apply” and Publish your changes.



# MASS EDIT – TICKET GROUP

# TICKET GROUP MASS EDIT

28. A user can also Mass Edit their Ticket Groups. This can be done by selecting a Ticket Group and clicking “Mass Edit.”

28

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Activated	Row
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	D	✓	7
<input checked="" type="checkbox"/>	Lower Club Infield	Logitix Live, G...	12	D	✓	8
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	✓	8
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	✓	9

28a. This will expose a side menu to adjust raising:

- The List Price for that Ticket Group
- The Price Floor for that Ticket Group

As well as:

- Adding, Replacing or Dropping Ticket Groups from Marketplaces
- Prepending, Overwriting, Appending or Finding and Replacing Internal and External Notes
- Activating Ticket Groups

28a. Ticket Group Mass Editing

Selected 1 of 219 Ticket Groups

List Price

Price Floor

Marketplaces

Add  Replace  Drop

Vivid Seats

Internal Notes

Prepend  Overwrite  Append  Replace

Find:  Replace by:

External Notes

Prepend  Overwrite  Append  Replace

Active Status

# TICKET GROUP MASS EDIT

28b. To save changes, simply click “Apply Mass Edit” and “Publish”

28b. Ticket Groups (219) [Link] [Link] [Dollar] [Down Arrow] **Publish** Undo Mass Edit

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Activated	External Notes
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	D	✓	TMX Smartphone Entry XFER
<input checked="" type="checkbox"/>	Lower Club Infield	Logitix Live, G...	12	D	✓	<b>ANASTIX</b> TMX Smartphone Entry XFER
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	✓	TMX Smartphone Entry XFER
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	✓	TMX Smartphone Entry XFER
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	8	N	✓	TMX Smartphone Entry XFER
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	6	Q	✓	TMX Smartphone Entry XFER
<input type="checkbox"/>	Lower Club Baseli...	Logitix Live, G...	4	A	✓	TMX Smartphone Entry XFER



# MASS APPLY

# MASS APPLY

29. Another function available to users is “Mass Apply.” Mass Apply is used to apply Parameters (like Target Price and Share Threshold) and Automation settings to both Zones and Ticket Groups for similar events. This is very useful in the case of pricing multiple games in a season.

29 →

### Mass Apply Zones to Similar Events

1. Selected Zones (1)

- Zone name
- Lower Corner
- Upper Home Plate
- Upper Infield
- Lower Outfield Right
- Lower Club Infield
- Lower Infield
- Lower Home Plate
- Upper Baseline
- Lower Outfield Left
- Middle Club Baseline
- Lower Club Baseline
- Middle Club Infield
- Lower Baseline
- Upper Corner
- Lower Outfield Center

2. Set parameters

Zones Ticket Groups

Target Price % # 0

Share Threshold % # 10

Automation settings

Share Threshold Type

Price Distribution Template

Auto Price Distribution

Auto Share

Price Recommendation Type

3. Select similar events to inherit parameters

<input type="checkbox"/>	Pittsburgh Pirates at Arizona Diamondbacks	Sun 07/09/2023 12:00am
<input type="checkbox"/>	St. Louis Cardinals at Arizona Diamondbacks	Mon 07/24/2023 12:00am
<input type="checkbox"/>	St. Louis Cardinals at Arizona Diamondbacks	Tue 07/25/2023 12:00am
<input type="checkbox"/>	St. Louis Cardinals at Arizona Diamondbacks	Wed 07/26/2023 12:00am
<input type="checkbox"/>	Seattle Mariners at Arizona Diamondbacks	Fri 07/28/2023 12:00am
<input type="checkbox"/>	Seattle Mariners at Arizona Diamondbacks (Tat...	Sat 07/29/2023 12:00am
<input type="checkbox"/>	Los Angeles Dodgers at Arizona Diamondbacks	Tue 08/08/2023 12:00am
<input type="checkbox"/>	Los Angeles Dodgers at Arizona Diamondbacks	Wed 08/09/2023 12:00am
<input checked="" type="checkbox"/>	San Diego Padres at Arizona Diamondbacks	Fri 08/11/2023 12:00am
<input type="checkbox"/>	San Diego Padres at Arizona Diamondbacks (T...	Sat 08/12/2023 12:00am
<input type="checkbox"/>	San Diego Padres at Arizona Diamondbacks	Sun 08/13/2023 12:00am
<input type="checkbox"/>	Texas Rangers at Arizona Diamondbacks	Mon 08/21/2023 12:00am
<input type="checkbox"/>	Texas Rangers at Arizona Diamondbacks	Tue 08/22/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Thu 08/24/2023 12:00am
<input checked="" type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Fri 08/25/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Sat 08/26/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Sun 08/27/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Fri 09/01/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Sat 09/02/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Sun 09/03/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Mon 09/04/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Tue 09/05/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Wed 09/06/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks	Fri 09/15/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks (Serpi...	Sat 09/16/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks	Sun 09/17/2023 12:00am
<input type="checkbox"/>	San Francisco Giants at Arizona Diamondbacks	Tue 09/19/2023 12:00am
<input type="checkbox"/>	San Francisco Giants at Arizona Diamondbacks	Wed 09/20/2023 12:00am
<input type="checkbox"/>	Houston Astros at Arizona Diamondbacks	Fri 09/29/2023 12:00am
<input type="checkbox"/>	San Francisco Giants at Arizona Diamondbacks	Tue 09/19/2023 12:00am

Run Automation

→

### Mass Apply Zones to Similar Events

1. Selected Zones (1)

- Zone name
- Lower Corner
- Upper Home Plate
- Upper Infield
- Lower Outfield Right
- Lower Club Infield
- Lower Infield
- Lower Home Plate
- Upper Baseline
- Lower Outfield Left
- Middle Club Baseline
- Lower Club Baseline
- Middle Club Infield
- Lower Baseline
- Upper Corner
- Lower Outfield Center

2. Set parameters

Zones Ticket Groups

List Price % # 100

Price Floor % # 10

External Notes

Marketplaces

Active Status

3. Select similar events to inherit parameters

<input type="checkbox"/>	Texas Rangers at Arizona Diamondbacks	Tue 08/22/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Thu 08/24/2023 12:00am
<input checked="" type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Fri 08/25/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Sat 08/26/2023 12:00am
<input type="checkbox"/>	Cincinnati Reds at Arizona Diamondbacks	Sun 08/27/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Fri 09/01/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Sat 09/02/2023 12:00am
<input type="checkbox"/>	Baltimore Orioles at Arizona Diamondbacks	Sun 09/03/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Mon 09/04/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Tue 09/05/2023 12:00am
<input type="checkbox"/>	Colorado Rockies at Arizona Diamondbacks	Wed 09/06/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks	Fri 09/15/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks (Serpi...	Sat 09/16/2023 12:00am
<input type="checkbox"/>	Chicago Cubs at Arizona Diamondbacks	Sun 09/17/2023 12:00am
<input type="checkbox"/>	San Francisco Giants at Arizona Diamondbacks	Tue 09/19/2023 12:00am
<input type="checkbox"/>	San Francisco Giants at Arizona Diamondbacks	Wed 09/20/2023 12:00am
<input type="checkbox"/>	Houston Astros at Arizona Diamondbacks	Fri 09/29/2023 12:00am
<input type="checkbox"/>	Houston Astros at Arizona Diamondbacks	Sat 09/30/2023 12:00am

# MASS APPLY

29a. Upon hitting “Apply” the user will get a message to denote that the Mass Application has been applied to the related events selected for those Parameters and Automation settings.



# PRICE FLOORS & OVERRIDES

# PRICE FLOORS & OVERRIDES

26. A user can also designate a Price Floor which all Pricing Automation (Follow the Market and Price Distribution) will not be able to go below for the specified Ticket Group. This can be done in the column by clicking and typing in your Price Floor and hitting Enter and then “Publish”.

The top screenshot shows a table with the following columns: Zone Name, Marketplaces, Quantity, Section, Price Floor, Row, Start Seat, and End Seat. The 'Price Floor' column is highlighted in red. The bottom screenshot shows the same table, but the 'Publish' button is highlighted in red, indicating the action to save the price floor.

Zone Name	Marketplaces	Quantity	Section	Price Floor	Row	Start Seat	End Seat
Lower Goal Line	Logitix Live, Vi...	8	124		1	1	8

Zone Name	Marketplaces	Quantity	Section	Price Floor	Row	Start Seat	End Seat
Lower Goal Line	Logitix Live, Vi...	8	124	\$55.00	1	1	8

26a. A user can also choose Min and Max Override to allow Price Recommendation or Price Distribution to surpass the upper or lower limit.





The table shows the following columns: Max Price Override, Max Price, and Min Price Override. The 'Max Price Override' column has a red triangle icon and a checkmark. The 'Min Price Override' column has a checkmark. A hand cursor is pointing at the checkmark in the 'Max Price Override' column.

Max Price Override	Max Price	Min Price Override
✓	\$6,000.00	✓

# MERGE & SPLIT RULES

# MERGE & SPLIT RULES

30. Another useful function in Revenue Management is merging and splitting Ticket Groups. This can be done from the Ticket Group grid by right-clicking on a Ticket Group (or at least 2 ticket groups if merging).

30. Ticket Groups (285)     Publish Undo Mass Edit

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Start Seat	End Seat
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	12	D	1	12
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	7	10
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	5	8
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	3	N	6	8
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	6	Q	1	6
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	10	B	3	12
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	B	9	12
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	2	R	9	10
<input type="checkbox"/>	Lower Club Baseli...	Logitix Live, G...	8	S	8	15
<input checked="" type="checkbox"/>	Middle Club Baseli...	Logitix Live, G...	10	204	7	16
<input type="checkbox"/>	Middle Club Baseli...	Logitix Live, G...	8	217	11	18
<input type="checkbox"/>	Middle Club Baseli...	Logitix Live, G...	4	218	3	6

Merge Two Ticket Groups

Split Ticket Group

# MERGE & SPLIT RULES

30a. In this case, I have a quantity of 10 tickets in a row, starting at seat 7 and going to seat 16. I'd like to split it into 2 ticket groups of 5 each. As you can see, my tickets from seats 7-16 were split into two separate groups with a quantity of 5 each.

30a. →

## Split Ticket Group 59236

Select a quantity to split from the original ticket group starting from the lowest seat number:

**Example:** When splitting quantity 2 from a ticket group with seats 1-6, seats 1-4 stay as original ticket group and a new ticket group is created for seats 5-6

Apply Split

Cancel

30a.

Ticket Groups (286)							
<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Start Seat	End Seat	Activated
<input type="checkbox"/>	Middle Club Corner	Logitix Live, G...	10	201	1	10	✓
<input type="checkbox"/>	Middle Club Baseline	Logitix Live, G...	18	202	1	18	✓
<input type="checkbox"/>	Middle Club Baseline	Logitix Live, G...	18	203	1	18	✓
<input type="checkbox"/>	Middle Club Baseline	Logitix Live, G...	5	204	7	11	✓
<input type="checkbox"/>	Middle Club Baseline		6	204	9	14	✓
<input type="checkbox"/>	Middle Club Baseline		5	204	12	16	✓
<input type="checkbox"/>	Middle Club Baseline	Logitix Live, G...	5	205	4	8	✓
<input type="checkbox"/>	Middle Club Baseline		14	205	5	18	✓

# MERGE & SPLIT RULES

31. In the event a user would like to merge 2 ticket groups together, this can also be done by right clicking in the Ticket Group grid. In order to merge ticket groups, they must be consecutive and in the same row/section. I can click the “Section” column header to quickly sort my ticket groups by section to easily find mergeable ticket groups.

31.

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Row	Start Seat	End Seat	Activated
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	Section	7	1	4	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	12	D	8	1	12	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Lower Club Infield	Logitix Live, G...	4	F	9	5	8	<input checked="" type="checkbox"/>

31a. A user can right click and select Merge Two Ticket Groups and a pop up will appear. Upon hitting confirm, the user will notice the ticket groups have successfully merged displaying the new start and end seat.

31a.

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Row	Start Seat	End Seat
<input checked="" type="checkbox"/>	Lower Outfield Right		6	103	14	13	18
<input checked="" type="checkbox"/>	Lower		4	103	14	19	22
<input type="checkbox"/>	Lower	Live, G...	4	104	14	17	20

31a. →

### Merge Ticket Groups

Merge the following Ticket Groups:  
1545227 with 1545228

Ticket groups successfully merged  
SOLD

31a.

<input type="checkbox"/>	Zone Name	Marketplaces	Quantity	Section	Row	Start Seat	End Seat
<input type="checkbox"/>	Lower Outfield Right		10	103	14	13	22



# INSIGHTS

# INSIGHTS

32. One of the most intriguing and informative pieces of information that Revenue Management supplies is insights into your event by charts. These include:

- Marketplace Listings and Sales
- Trends = Listing price and quantity over time + Sales quantity and Average sales price over time
- Market Share = Shows percentage of Sales by Marketplace + Percent of Quantity Sold as the event nears by Marketplace
- Forecasts
  - Forecasted vs Actual Sales ATP by Day
  - Forecasted vs Actual Number of Seats sold by Day
- Price Analysis
  - Number of Tickets in price ranges within Zones
  - Price Change in Minimum/Average/Maximum price by Zone and Quantity sold

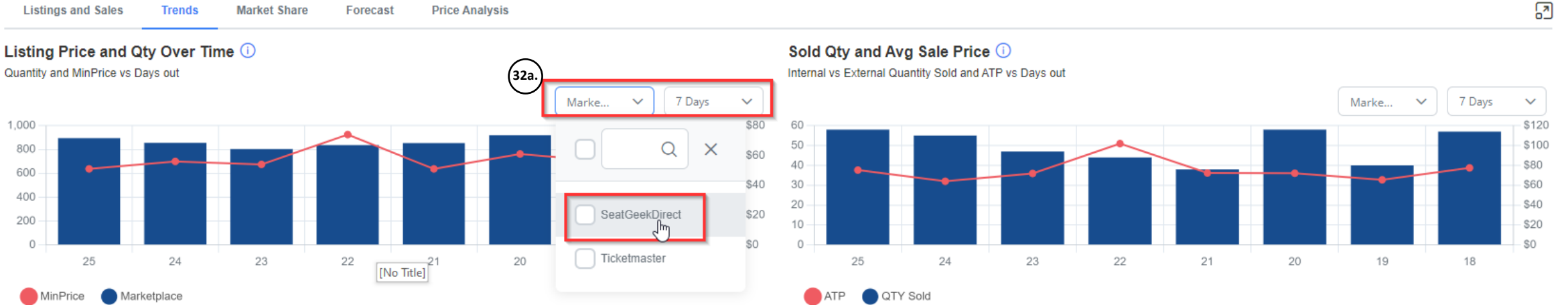
31.

Zone	Section	Row	Quantity	Per ticket price
	316	1	2	75
	138	23	2	43
	I	b	2	500
	142	11	2	65
	123	26	2	100
	330	6	1	30
	135	6	2	69

Sale Date	Zone	Section	Row	Quantit	ATP	Total Price
Wed 07/12/2023		107W	7	5	125	625
Wed 07/12/2023		220	22	2	114	228
Wed 07/12/2023		115	5	3	131	393
Wed 07/12/2023		TABLEB	20	5	136	680
Wed 07/12/2023		C	2	6	29	174
Wed 07/12/2023		325	6	5	84	420

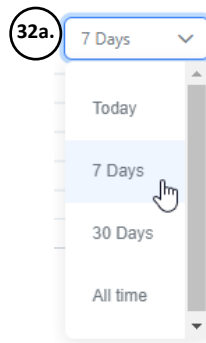
# INSIGHTS

**32a.** In the “Trends” tab, a user can select which marketplace they would like to view listing prices for and quantity over time through the dropdowns.



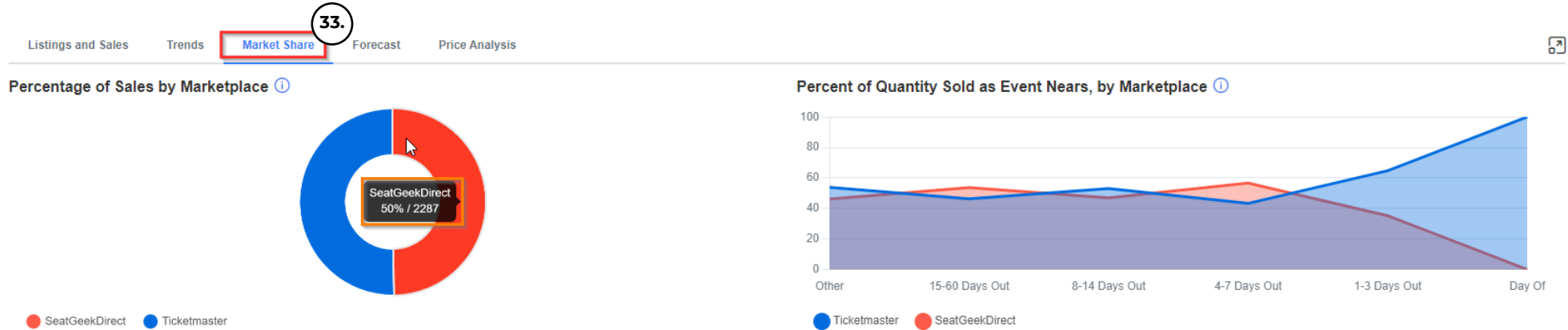
The date ranges available are:

- Today
- 7 Days
- 30 Days
- All Time

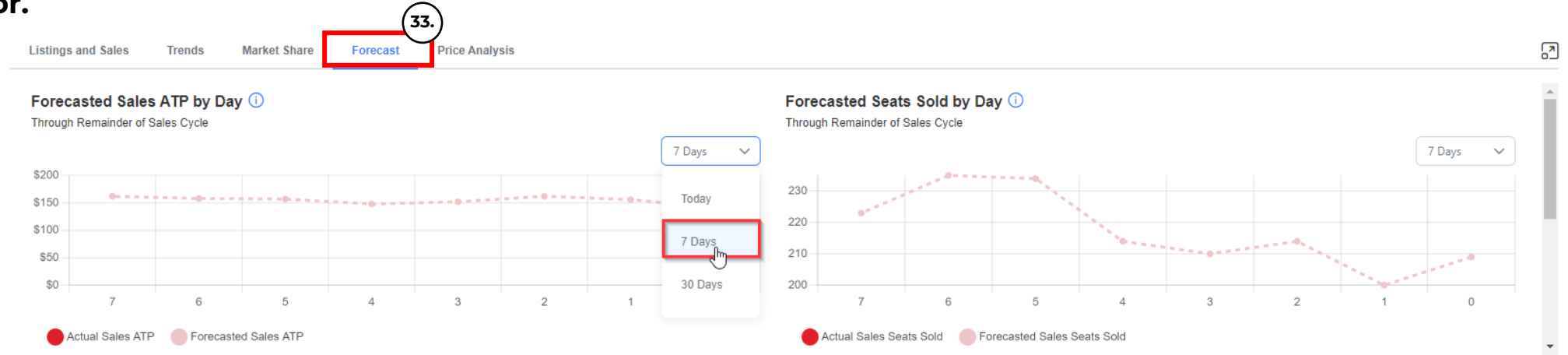


# INSIGHTS

33. To view Market Share and Forecasts, a user simply pages through the Insights tabs and can hover over the chart to see more insight into the number of sales .



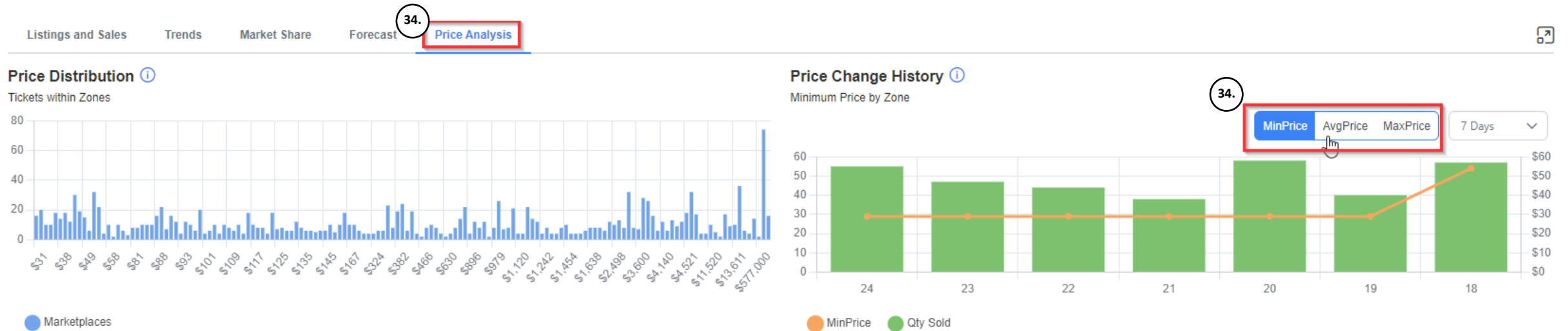
Similar to Trends, a user can filter the date range for which they'd like to see the ATP and number of Seats sold and forecasted for.



# INSIGHTS

34. To see the Distribution of Tickets in Zones and their relevant prices, a user simply navigates to the last tab “Price Analysis.”

A user can also select whether they would like to see the Price Change History for the Minimum, Average or Maximum Price here.



# APPENDIX: DEFINITIONS

# DEFINITIONS – EVENT GRID COLUMNS

- **Actual Sell Through %** - Percent of tickets sold
- **Avail Cost** – The total cost of all inventory being shared for an event
- **Avail Face Value** – The combined face value of all tickets that are available
- **Avail List Price** – The combined list prices of all tickets that are available
- **Avail Tickets** – The total number of unsold tickets for an event
- **Available Listings Qty** – The total number of listings (ticket blocks) available (unsold)
- **Current Tier** – This is the current calculated tier (quality of event) for the event
- **Day** – Day of the week
- **Days Out** – Number of days out from the event
- **Event Date** – Day of the event
- **Event Score** - The current calculated continuous score for the event from 0-100 based upon quality of event
- **Event Time** – Time of the event
- **Expired Listings** – The total number of listings (ticket blocks) that went unsold for the event
- **Expired Ticket Cost** – The total cost of all tickets that went unsold for the event
- **Expired Ticket Face** – The total face value of all tickets that went unsold for the event
- **Expired Ticket List** – The total listed price of all tickets that went unsold
- **Expired Tickets** – The total number of tickets that went unsold for the event

# DEFINITIONS – EVENT GRID COLUMNS

- **Insights** – Information into day-over-day changes to percent change in market sale quantity, percent change in market listing quantity and percent change in market minimum listing, also, clicking the magnifying glass will allow one to see data surrounding that event at a glance
- **Invoice Amount Since LP** – Revenue since last updated a ticket group price
- **Invoice Amount Since LTP** – Revenue since last updated a target price
- **Last Price Update** – The last time an event experienced a price change
- **Last Target Price Update** - The last time a target price was changed
- **Links** - Links the relevant marketplace pages for the event
- **Market Value** - Total value of all priced listings (both shared and unshared) for an event
- **Notes** – Allows for custom notes to be added to the event
- **Predicted Tier** – This is a tier that is automatically updated by current sales data and trends in a direction of A, B, C, D or E
- **Price Update Type** – Designates which automated or manual method was used to price most recently
- **Pricing Analyst** – The assigned pricing analyst for an event
- **Primary** – Key performer / main performer
- **Production ID** – ID for the Production
- **Production Name** – Name of event
- **Profit** – The total profit for all sold tickets within the event
- **Revenue** – The total revenue for an event (all tickets sold)

# DEFINITIONS – EVENT GRID COLUMNS

- **Revenue Impact** – This is a calculation that determines the change in Market Value for the sum of all recent zone price changes. If it's positive, the total value has been raised and it will display green for the zone. If it's negative, the revenue impact will display red for that zone.
- **Secondary** - The secondary performer. Typically the away team or secondary act.
- **Shared Listings** – The total number of shared listings for an event (ticket blocks)
- **Shared Tickets** – The total number of tickets being listed to a marketplace
- **Sold Count Since LP** – The total number of sold listings (ticket blocks) since the last price update
- **Sold Last Hour** – The total number of tickets sold within an event over the last hour
- **Sold Last Seven Days** – The total number of tickets sold over the last 7 days
- **Sold Listings Qty** – The total number of listings (ticket blocks) sold for an event
- **Sold Ticket Cost** – The total cost of all sold tickets within a zone
- **Sold Ticket Cost Since LP** – The total cost of listings sold since the last price update
- **Sold Ticket Count Since LTP** – The total number of tickets sold since the last target price change
- **Sold Ticket Face** - Sum of face value of sold groups
- **Sold Ticket Face Since LP** - The total face value of all sales since the last price update
- **Sold Ticket Face Since LTP** – The total face value sold tickets since last target price change
- **Sold Ticket Group Count Since LTP** – Sold groups since last updated a target price
- **Sold Ticket List Since LP** – Sum of List prices for sold groups since last price

# DEFINITIONS – EVENT GRID COLUMNS

- **Sold Ticket List Since LTP** – Sum of List prices for sold groups since last target price
- **Sold Tickets** – The total amount of tickets sold
- **Sold Today** – The total number of tickets sold today
- **Sold Yesterday** – The total number of tickets sold yesterday
- **Target Price Update User**– User that last updated a target price for an event
- **Total Cost** – The total cost of the event
- **Total Face Value** – The total face value between all tickets in an event
- **Total List Price**– The total list price between all tickets in an event
- **Total Listings** – The total number of listings (ticket blocks) for an event
- **Total Tickets** – The total number of tickets for an event
- **Unshared Listings** – The total number of unshared listings for an event (ticket blocks)
- **Unshared Tickets** - The total number of tickets not being listed to a marketplace
- **Venue** – The location of the event

# DEFINITIONS – ZONE GRID COLUMNS

- **Auto Price Distribution**- This is an editable field that lets a user know if Price Distribution is enabled for a zone (blue check = yes)
- **Auto Share** – This is an editable field that lets a user know if Auto Share is enabled for a zone (blue check = yes)
- **Avail Cost** – The total cost of all tickets within a zone
- **Avail List** – The total number of tickets within a zone that are unsold being shared
- **Avail Tickets** – The total number of tickets within a zone that are unsold
- **Average List Price** – The average list price of all tickets within a zone
- **Average Sold Price** – The average sell price of all tickets within a zone
- **Expired Ticket Cost** – The total cost of all expired (unsold tickets) after an event occurs
- **Expired Tickets** – The total number of tickets that expired (didn't sell) after an event occurs
- **Follow the Market** – This lets a user know if Follow the Market is enabled for a zone (blue check = yes)
- **Last Price Update** – The time the price was last updated
- **Last Target Price Update** – The date in which the last target price update occurred
- **Last Target Price Updated User** – The user which last updated the target price within a zone
- **Market Value** – The total combined list price multiplied by quantity of all shared and unshared inventory in the zone
- **Max List Price** – The Maximum List Price on a ticket block within a zone currently being shared

# DEFINITIONS – ZONE GRID COLUMNS

- **Max Price** – The Maximum Price (Price Ceiling) within a zone
- **Max Price Override** – This is an editable field, that, when checked, allows a user to override the max price calculated by price distribution (blue check = yes)
- **Min List Price** – The Minimum List Price on a ticket block within a zone currently being shared
- **Min Price** – The minimum price (price floor) with a zone
- **Min Price Override** – This is an editable field, that, when checked, allows a user to override the min price calculated by price distribution (blue check = yes)

# DEFINITIONS – TICKET GRID COLUMNS

- **Activated** – This field is editable and represents if the ticket block is actively being shared to a marketplace (checkmark = yes)
- **Consignment** – Represents whether or not the ticket block is flagged as consignment (checkmark = yes)
- **Cost** – The total cost of the ticket block
- **Custom Note** – Any notes added by the user will be displayed in this column
- **Edit Type** – The type of edit last made to the ticket group in a non-pricing field
- **End Seat** – The end seat within a ticket block
- **External Notes** - This field is editable and will display any external notes on a ticket block will be displayed in this column
- **Face** – The face value per ticket for the tickets within a ticket block
- **In Hand Date** – The listed in hand date of the ticket block will be displayed here
- **Internal Notes** – This field is editable and will display any internal notes on a ticket block will be displayed in this column
- **Invoice Date** – When viewing sold ticket groups, this column will display the invoice date
- **Invoice Number** – When viewing sold ticket groups, the invoice number will be displayed here
- **Invoice Price** - When viewing sold ticket groups, this represents the total invoice
- **Last Price Update** – The last price updated time
- **List Price** – This is an editable field that shows the list price of the ticket block being exported to marketplaces (not counting any custom markups)

# DEFINITIONS – TICKET GRID COLUMNS

- **Marketplaces** – The marketplace column dictates what marketplaces the ticket block will be listed on
- **Net Price Per Ticket** – Sale price for a ticket after all marketplace fees
- **Old Price** – The last price a ticket block was at before the current price update
- **On Hold** – Indicates whether a ticket block is on hold in the client POS (checkmark = yes)
- **Price Edit Type** – The last type of price change made to the ticket group
- **Price Floor** – The price floor for a given ticket block (lowest you're allowed to price)
- **Price Update User** – The last user to update the price
- **Production ID** – The ID for the Production in the clients' POS
- **Profit** – When viewing sold tickets, the total profit for all sold tickets (revenue – cost)
- **Profit Margin** – This is the net profit over the revenue for the tickets in this group
- **Quantity** – The total number of tickets in each ticket block
- **Rank** - The score associated with a seat in a specified zone within a venue that determines ordering within Price Distribution