

PACMail allows you to quickly and inexpensively send targeted, personalized communications to your customers to drive online ticket sales and strengthen customer relationships.

Increase Ticket Sales

This turnkey solution will help you drive ticket sales online and at your box office through increased customer awareness.

- ▶ Promote online sale of singles, seasons, renewals and ticket packages
- ▶ Sell out events and performances with last minute incentives
- ▶ Improve awareness of upcoming events

Save Time and Money

PACMail is significantly less expensive than traditional marketing methods such as direct mail, print advertising, and telemarketing programs.

PACMail: Overview

Your Internet-based email marketing solution that enables you to quickly and easily send targeted, personalized messages to your customers to drive ticket sales and strengthen relationships.

- ▶ Save time and money by reducing the need for telemarketers, print advertisements, printed collateral and postage
- ▶ Reduce average response time from 6-8 weeks via regular mail to 48 hours or less
- ▶ Provide live links to web site content such as ticket sales, promotions and upcoming events
- ▶ Broadcast last minute event changes such as event cancellations and parking / traffic alerts

PACMail in Action



Benefits of PACMail

Target Messages with Relevant, Personalized Content and Ticket Offers

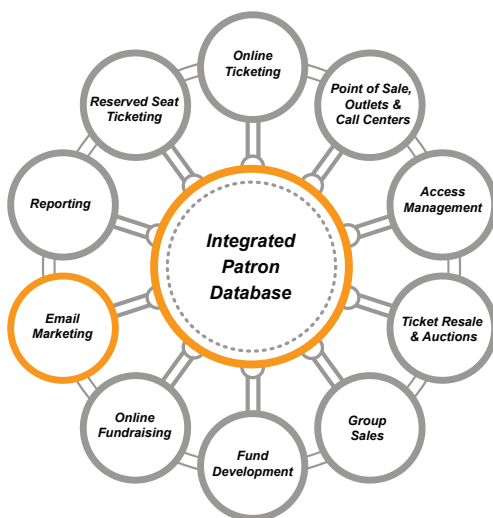
- ▶ Customers receive message topics they are interested in
- ▶ Target by any combination of topic, demographics and ticket purchase history
- ▶ Create rich HTML and text email messages

Analyze the Performance of Your Email Campaigns in Real-time

- ▶ Track email open and click-thru rates by message and individual customer
- ▶ Test the performance of different email content and send the most successful version
- ▶ Track purchases made online via click-thrus from messages

Communicate with Customers with Virtually No Lead-time

- ▶ Create graphical email messages quickly via a user-friendly interface
- ▶ Send email messages within minutes
- ▶ Generate and monitor response to email messages from any Internet location
- ▶ Send up to 250,000 messages per hour



Supports Email Marketing Best Practices, Privacy and Anti-"Spam" Legislation

- ▶ Includes message approval process to allow emails to be reviewed prior to distribution
- ▶ Immediately removes customers from all lists who opt-out via web or email
- ▶ Provides auditable tracking of customer opt-in and opt-out
- ▶ Removes invalid email addresses in real-time
- ▶ Includes management of relationships with ISP's to ensure messages are delivered to

Complete Support and Training to Develop a Successful Strategy

- ▶ Implementation and customization using your brand identity, including customized greeting and sign-up pages
- ▶ Complete training and customer support
- ▶ Consultative services to help with email marketing database development

Fully Integrated with Your Ticketmaster, Irvine System

- ▶ Integrated with your Ticketmaster, Irvine ticketing system
- ▶ The hosted system means that no additional resources or hardware are needed
- ▶ Browser-based solution eliminates need for additional software or workstations

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