



RaceInsights

eGuide

Analytics for Race Directors

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INTRO

What Racelnsights does for you

Racelnsights transforms your registration data into actionable business insights that let you maximize your event's value while increasing revenue. This guide walks you through the suite of Racelnsights tools so that you can harness your event's data to drive digital and off-line engagement, and optimize your event's performance.

Do you ask yourself any of the following questions?

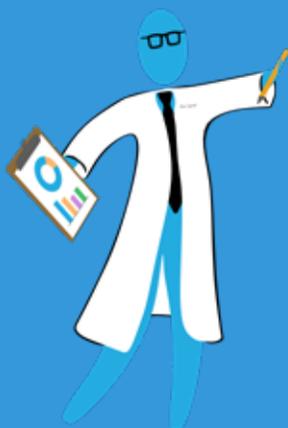
- Where (on the web) do participants come from?
- How effectively do my promotions convert to registrations?
- How do my marketing campaigns impact my race's web traffic and registrations?
- Is my revenue higher or lower than last year's race?
- Are my race's marketing strategies targeting new participants as effectively as past participants?

If the answer is yes, then this guide is for you!

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CHAPTER ONE

Overview



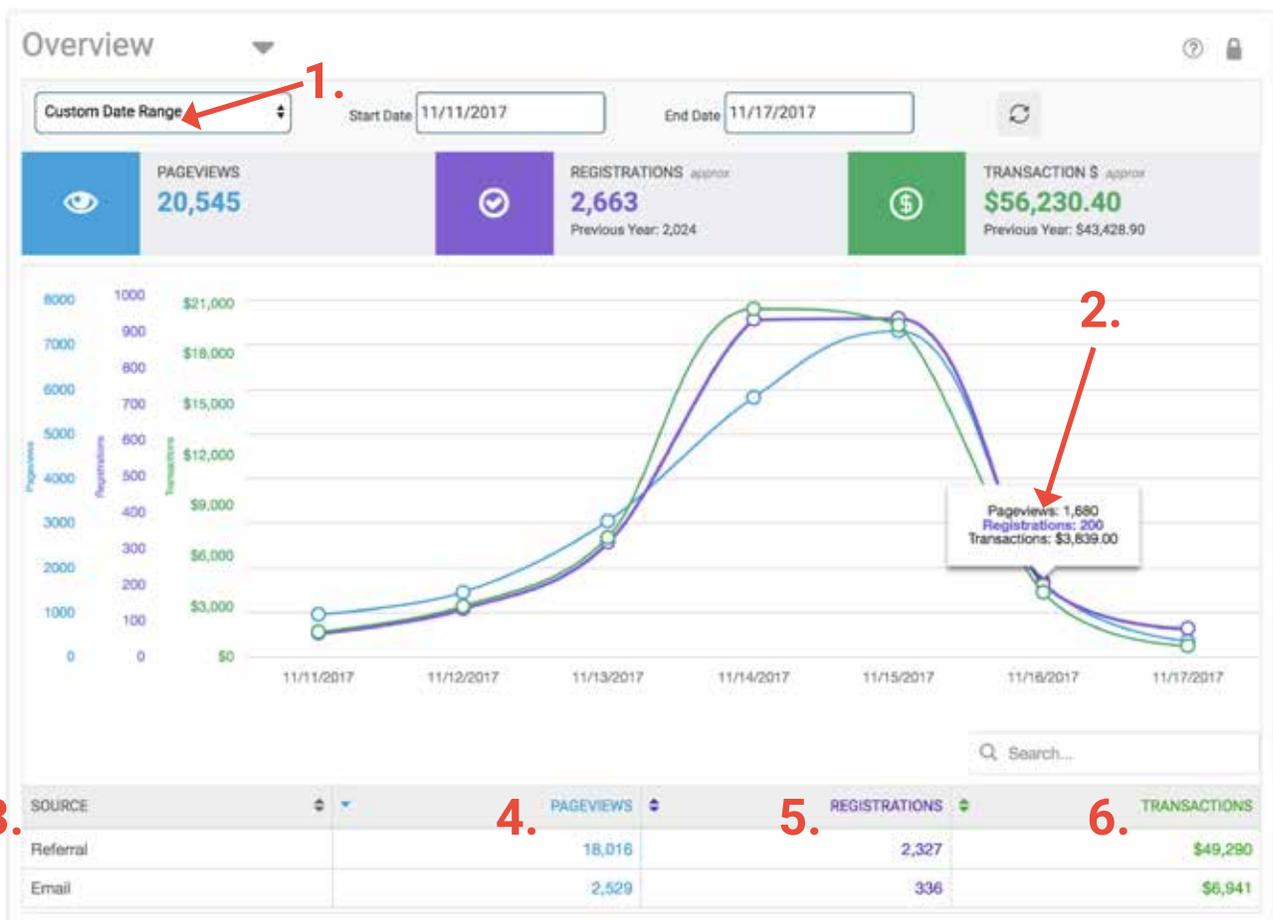
Where (on the web) do participants come from?

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How do my marketing campaigns impact my race's web traffic and registrations?

Overview

RaceInsights pulls in all your event's marketing data and presents it to you in a single dashboard.



1. Generate a report for any time frame – day, week, month, year, or a custom date range.
2. Correlate marketing campaigns to your website traffic and registrations with easy-to-read aggregate and drill-down reports.
3. Runners find you through these sources...
4. ...the sources generate views on your website...
5. ...the website views convert to registrations...
6. ...the registrations correlate to transaction dollars.

Overview

Referral Sources

The screenshot shows a table titled 'All » Referral' with a search bar. The table has four columns: REFERRAL SOURCES, PAGEVIEWS, REGISTRATIONS, and TRANSACTIONS. The data is as follows:

| REFERRAL SOURCES | PAGEVIEWS | REGISTRATIONS | TRANSACTIONS |
|-------------------|-----------|---------------|--------------|
| MyMarathon.com | 227,539 | 1,206 | \$124,336 |
| Direct | 31,442 | 634 | \$45,941 |
| m.facebook.com | 1,887 | 10 | \$945 |
| halfmarathons.net | 156 | 2 | \$328 |
| facebook.com | 931 | 4 | \$190 |
| thephilly10k.com | 1 | 1 | \$135 |
| mail.yahoo.com | 61 | 1 | \$105 |
| google.com | 6,422 | 1 | \$95 |

1. Expand Referrals or Emails to see the page views generated through each source, and how those convert to registrations and transactions.
2. If you have a website for your race, that will likely be one of the top referrers since people are just coming to MyMarathon.com.
3. Direct referral sources can mean several things:
 - The participant typed in the direct RunSignUp URL – RunSignUp.com/MyMarathon
 - The participant came to RunSignUp.com and searched for your race
 - They were imported participants

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CHAPTER TWO

Transactions



What were my transaction totals over the past 10 days?

How does my event's revenue this year compare to past years' revenue right now?

Is my revenue higher or lower than last year's race?

TRANSACTIONS

Generate drill down revenue reports and year-to-year transaction comparisons.



1. Select the period that you want to review transactions – opt for an annual or daily view
2. Compare your cumulative transactions year over year to determine any trends
3. Select the years that you want to compare
4. Access to a quick and easy summary of your event's transactions

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CHAPTER THREE

Promotion



Are my race's marketing strategies targeting new participants as effectively as past participants?

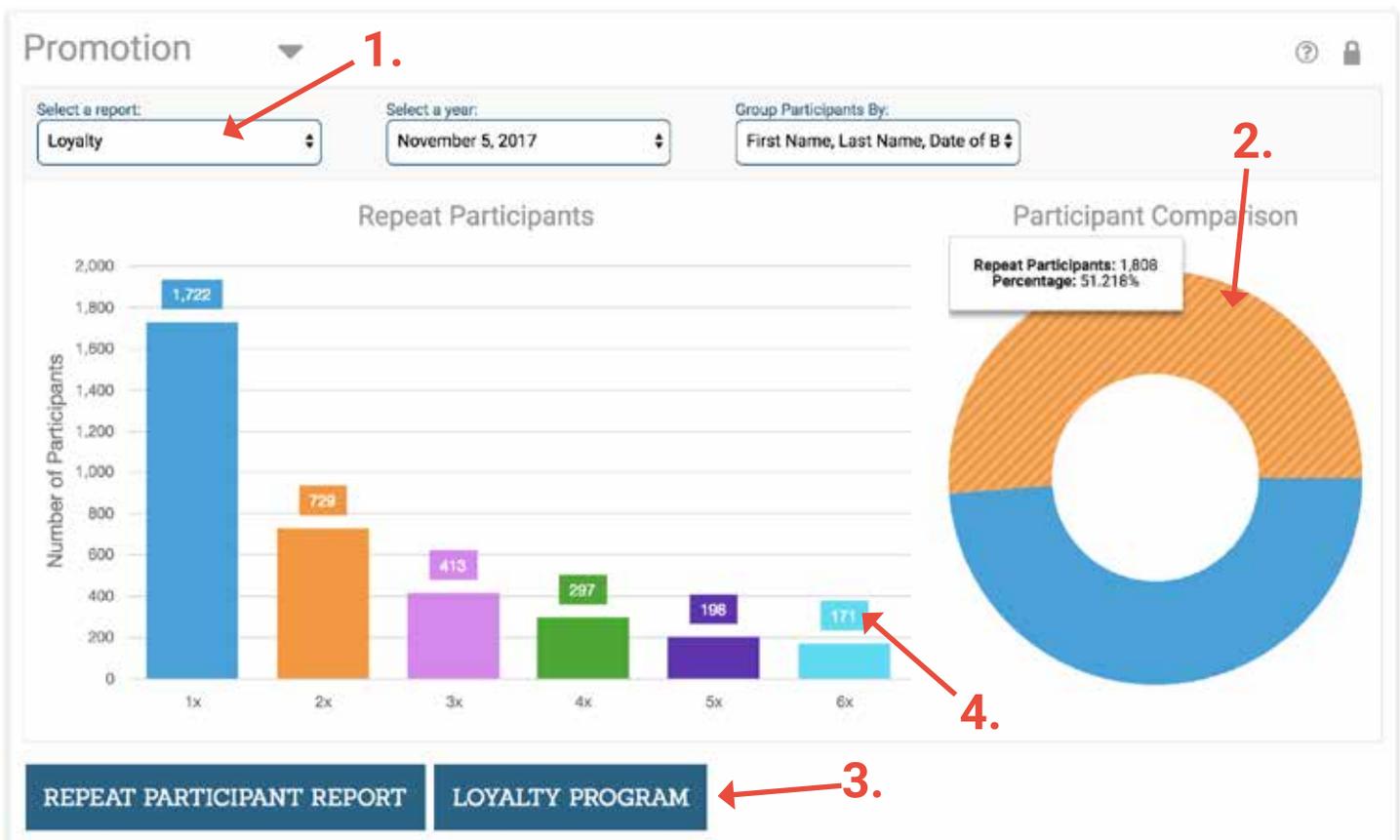
What is the ROI on my event's Referral Rewards program?

*Are coupons boosting my registration numbers?
Are they increasing profits?*

How can automated marketing effectively grow my race?

PROMOTION

Track your promotion efforts and get insights on your return-on-investment (ROI) so that you can make data-driven decisions to effectively scale your customer engagement across multiple marketing channels.



1. The Loyalty report is in the drop-down.
2. Compare your retention of past participants to your percentage of new participants.
3. Run in-depth reports or take action to set-up your event's loyalty.
4. See a breakdown of your repeat participants by number of years to reward loyalty and reach out to those who have not returned.

Promotion

Referrals



1. Choose Referrals from the drop-down menu.
2. Review your regular vs. Referral registrations.
3. Instantly obtain the number of Referrals and quickly see your ROI.
4. Keep track of real-time tracking of Referral revenue and expenses.

Promotion

Coupons



1. Select coupon to get insights on your coupon marketing strategy.
2. Evaluate your coupon data by either number of registrations or transaction value.
3. Monitor the impact of coupons on your total registrations, marketing spend, and revenue to pinpoint what is working and what isn't.
4. Compare your coupon ROI and tweak your strategy based on the evidence of what worked.

Promotion

Automated Email Analytics

Automated Email Analytics



1. View the summary statistics of all your event's automated emails sent through RunSignUp's free email marketing tools.
2. Visualization of your automated email analytics over a selected time period
3. Breakdown of the impact of your different types of automated emails.
4. Track and scale the emails that convert to page views and registrations.



“16% of our registrations were due to word of mouth marketing through the referral system. From June 1st until the race on October 29th, we had 10,884 race page views purely due to the referral system. We had 568 completed registrations, which resulted in \$580 in refunds issued with \$23,000 in registration revenue brought in That’s an insane return-on-investment!”

- Erik Young, Sour Fish Events

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CHAPTER FOUR

Demographics



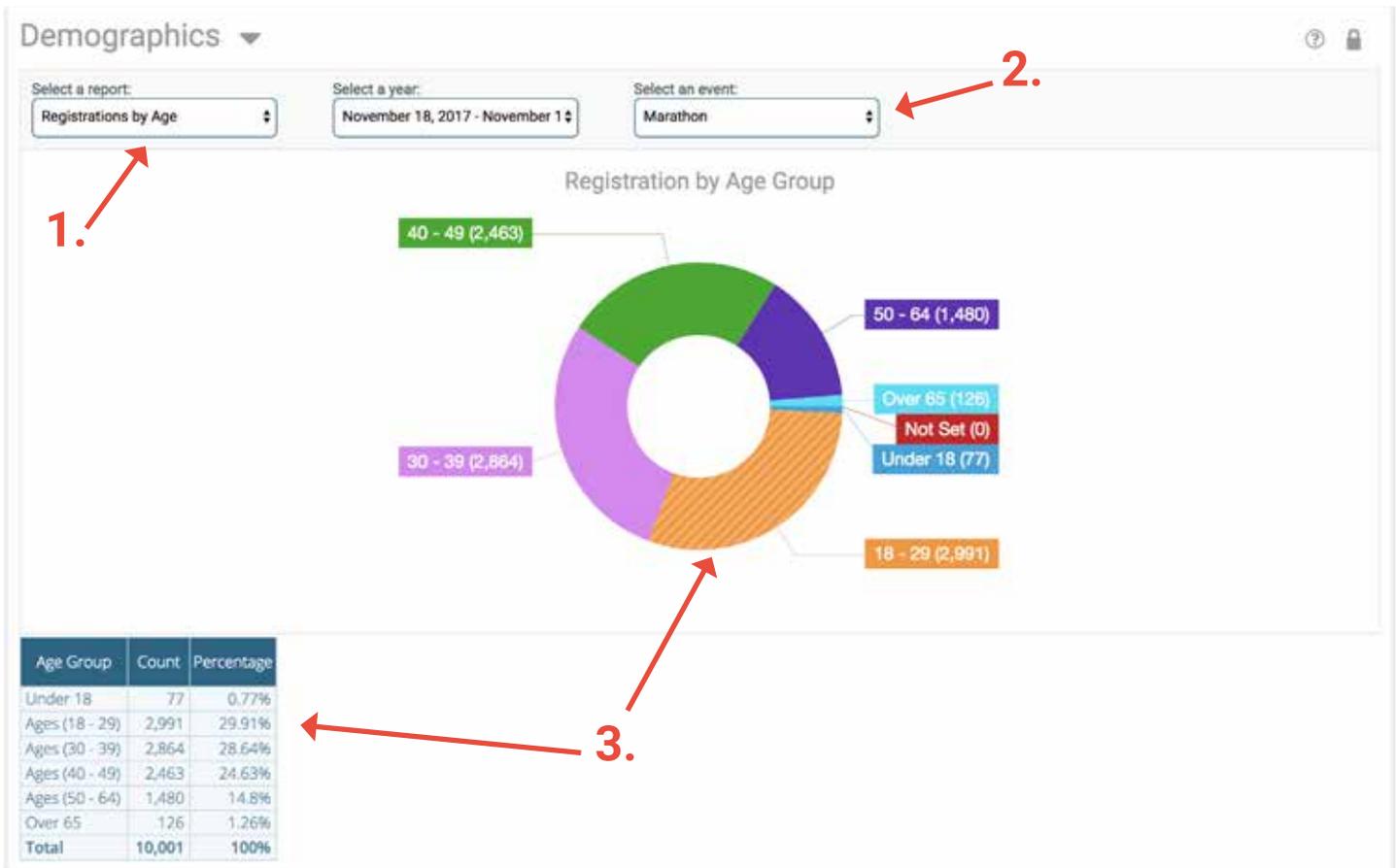
How do I define and understand my target market?

What locations should my Facebook and social media marketing target?

What is the real-time breakdown of registrations by age?

DEMOGRAPHICS

Understand who is registering for your races to better target captured market segments. Visualize through dynamic graphs and participant heat maps.



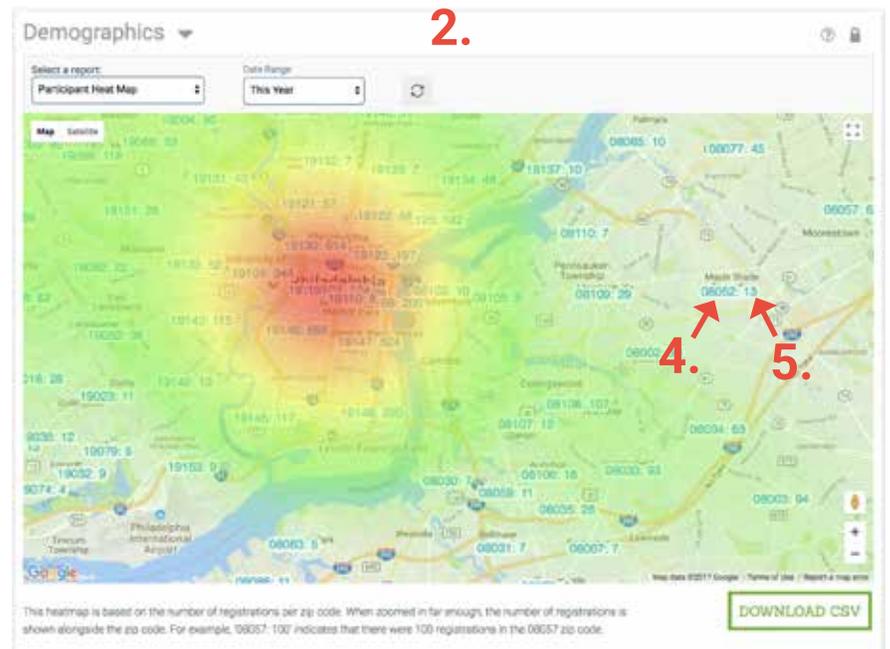
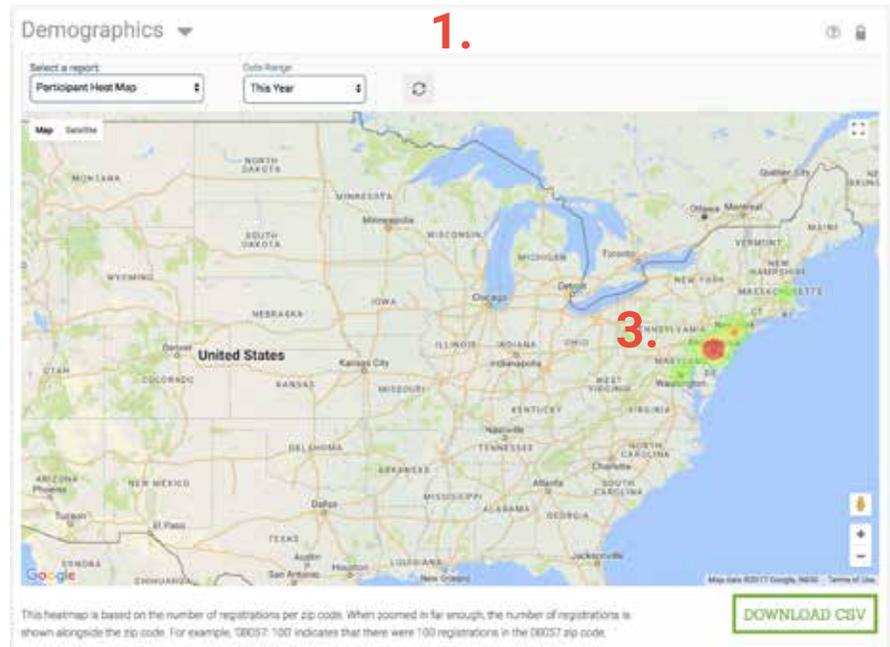
1. Get a breakdown of registrations by age, gender, and location.
2. View aggregates for all your events, or select specific races to get a further breakdown.
3. Easy to read graphs and tables help you to understand all your registration demographics.

Demographics

Participant Heat Map

Check out the participant heat map for a snapshot of where your participants are located.

1. Zoomed out view shows your race national registration hot spots.
2. Zoom in to see your regional registration hot spot(s).
3. Harness your data to roll out FB ads & social media campaigns to target registration hot spots.
4. Zip code
5. Number of registrations



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CHAPTER FIVE

Registrations



How many volunteers do I need to help with packet pick-ups?

When are most participants registering for my race, and how can I roll out my marketing emails and ads to take advantage of high registration traffic?

What are my event's current profits?

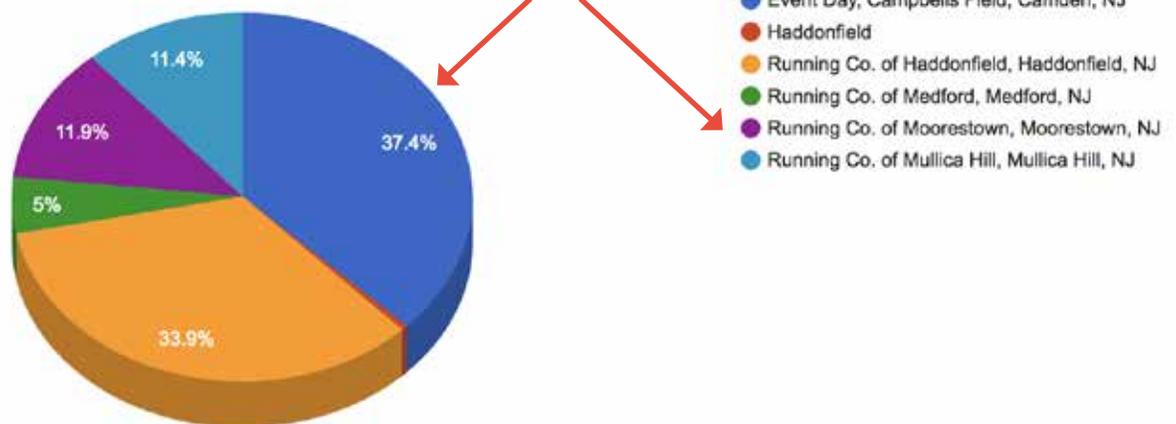
REGISTRATIONS

Determine key points in the registration process and maximize your visibility at those moments through strategic marketing and communication. Use your data to plan race day logistics.

I would like to pick-up my packet at:

| Response | Total |
|---|-------|
| Event Day, Campbells Field, Camden, NJ | 1,320 |
| Haddonfield | 15 |
| Running Co. of Haddonfield, Haddonfield, NJ | 1,198 |
| Running Co. of Medford, Medford, NJ | 175 |
| Running Co. of Moorestown, Moorestown, NJ | 419 |
| Running Co. of Mullica Hill, Mullica Hill, NJ | 403 |
| Total | 3,530 |

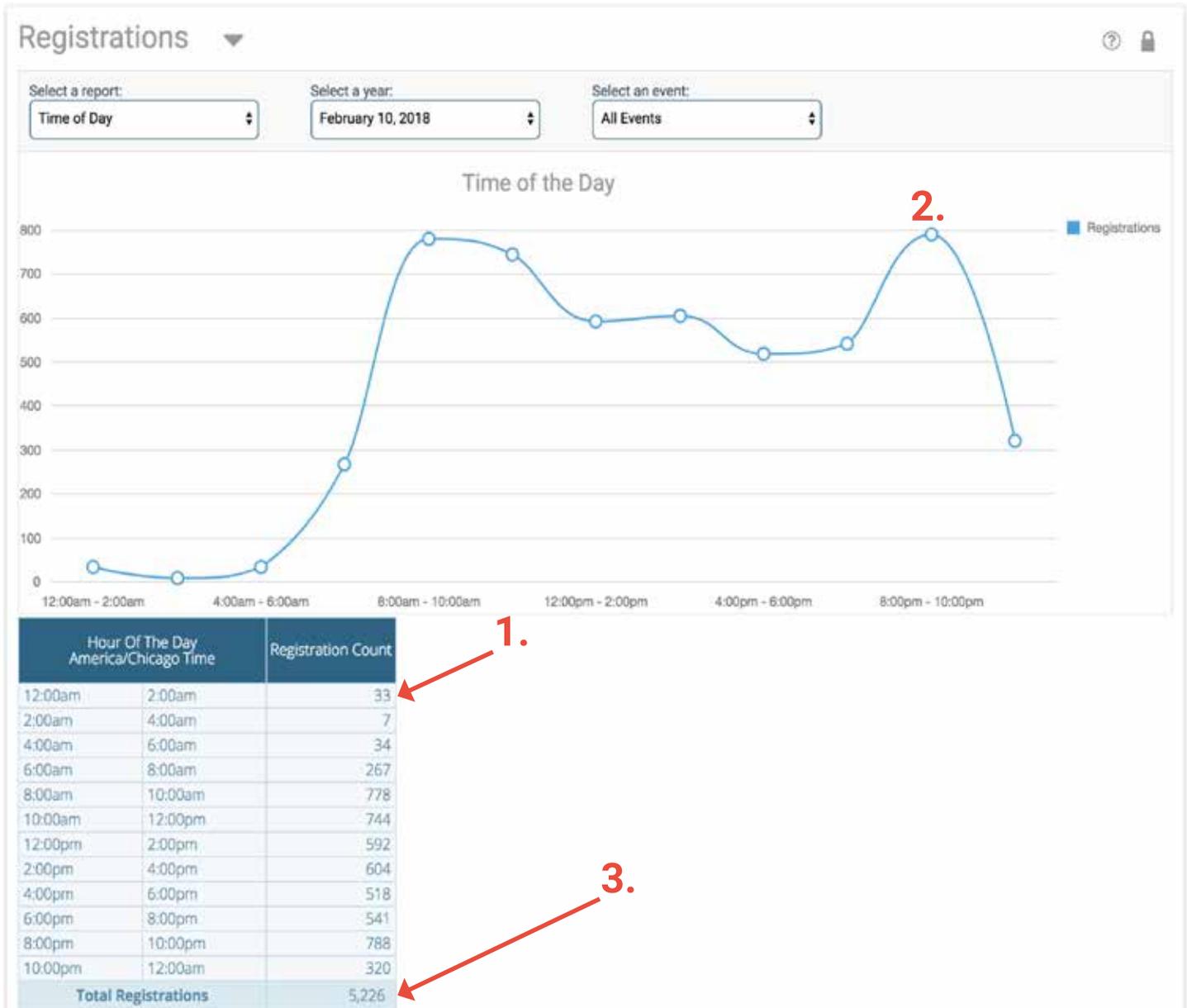
Responses



1. Summary statistics for your custom questions help you to plan for race day
2. Colorful graphs to make your custom registration process as easy to understand as possible.

Registrations

Registrations by Time of Day



1. Compare your number of registrations at various times.
2. Time your automated emails, coupons, and campaigns to reach potential participants during peak registration times.
3. See a summary of your data in a clear table.

SMARTER REGISTRATION

Maximize your marketing dollars by making data driven decisions using our new unified RaceInsights platform!

[Schedule a Demo](#)

