# EVENTS SPECIFIC FEATURES ON HIVE

Hive Features for Event Marketers

From advanced ticketing data to intelligent event automations, it's easy to get the most out of your email marketing for events with Hive.

Events Search Page

The events page lets you view all your event data in one place, giving you the ability to search on venue, name, or artist. Then you can leverage your attendee data to create segments and send personalized emails.
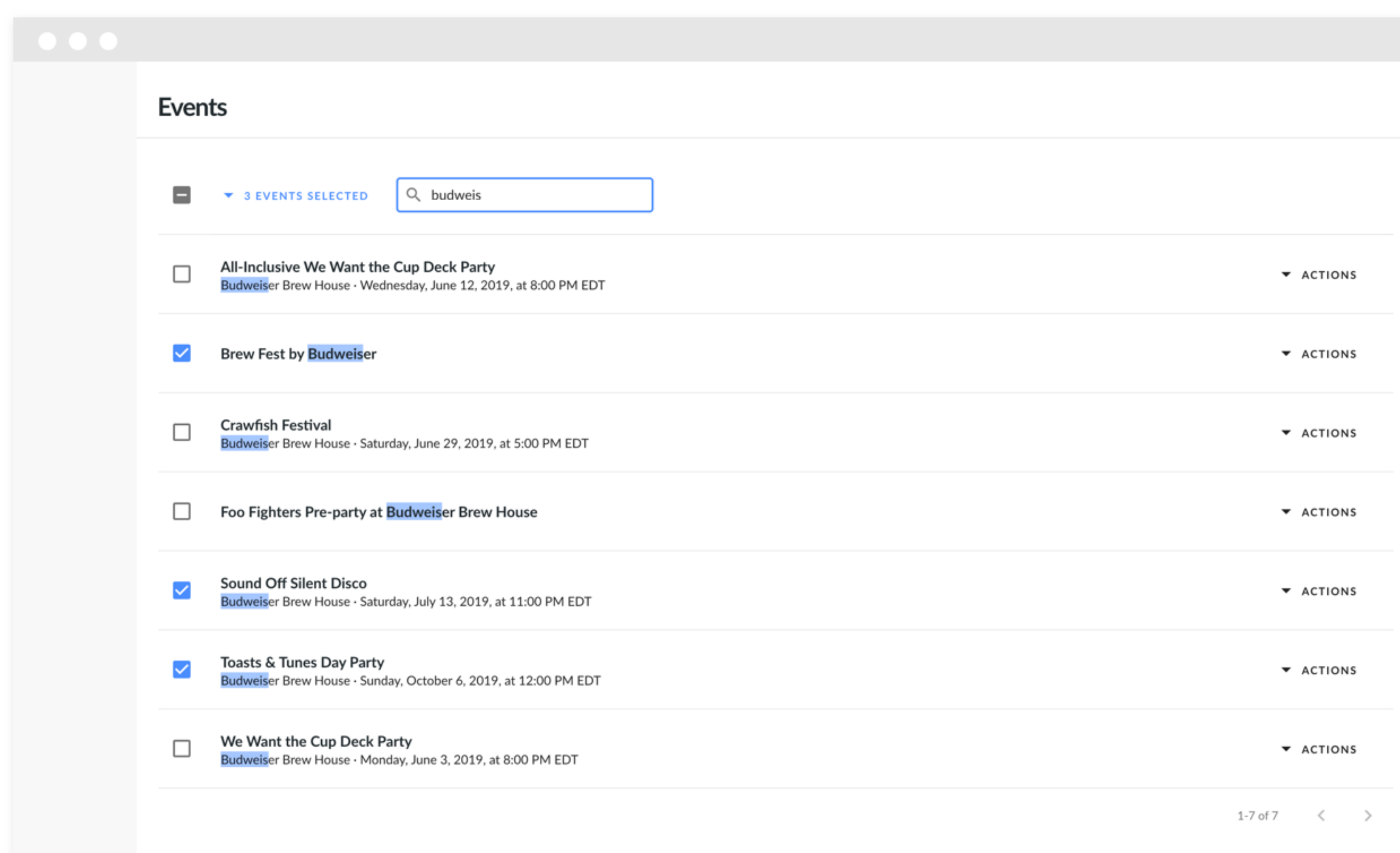
Events Block

The event block in Hive's email editor lets you drag-and-drop event details into your template, pulled in directly from your ticketing platform. Choose which events to include and customize fonts and colors to represent your brand.
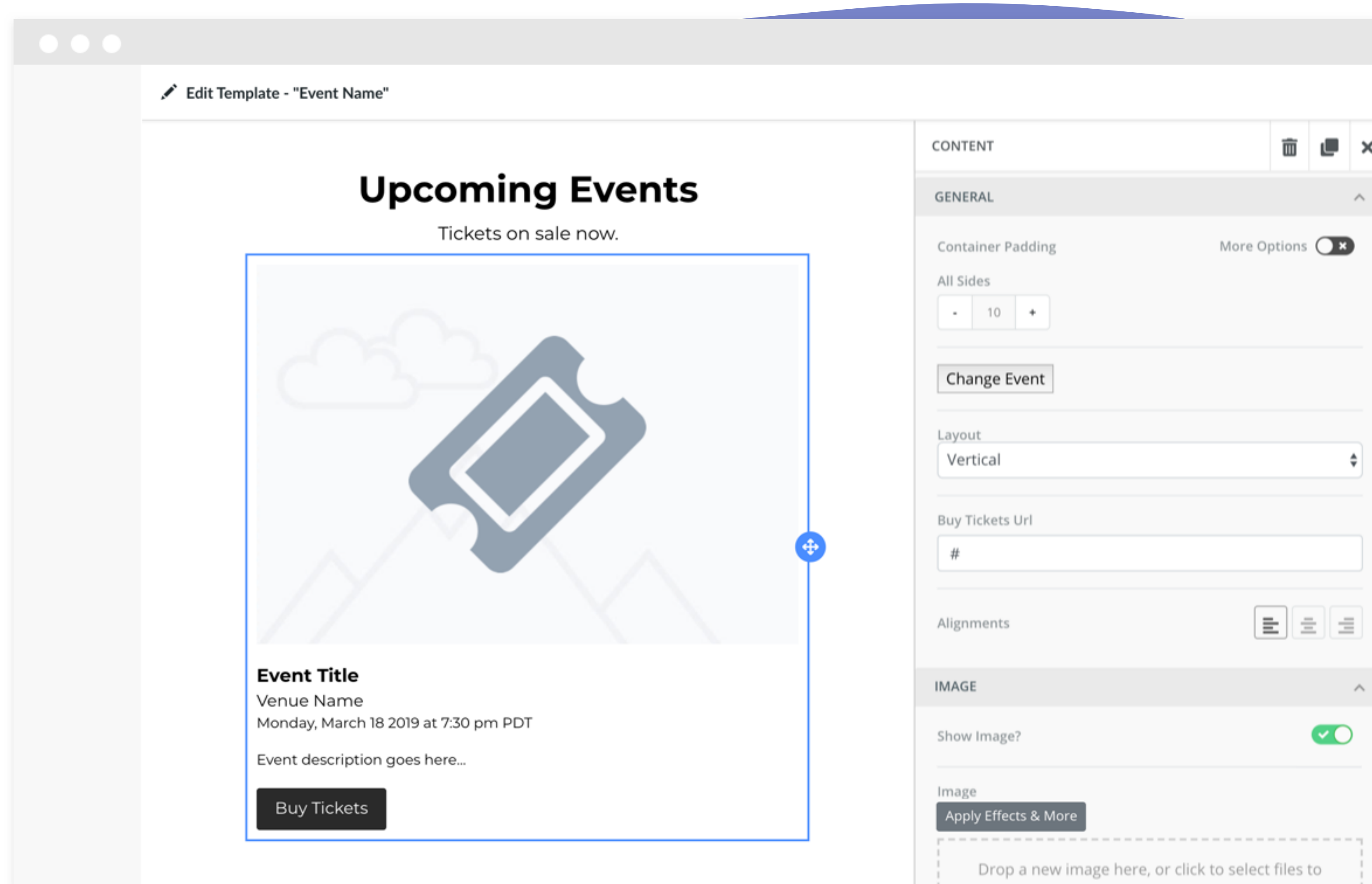

Event Filter

Easily build event-specific segments by filtering your contact list based on keywords in event names synced into Hive (like artist or festival name). Use this filter to create live segments based on event keywords that you often use to target email campaigns.

Ticketing Integrations (Automatic Data Syncing)

When you plug in your ticketing platform to Hive, real-time purchase data is automatically loaded into your account. Use this data to power email campaigns and well-timed email journeys.

Revenue Attribution

Gain visibility into how email powers your ticket and merch sales with revenue attribution on a per email basis. Ticket sale data automatically syncs from Eventbrite, Front Gate, See Tickets, the Hive SDK, and CSV imports. Merch data automatically syncs from any connected Shopify store.
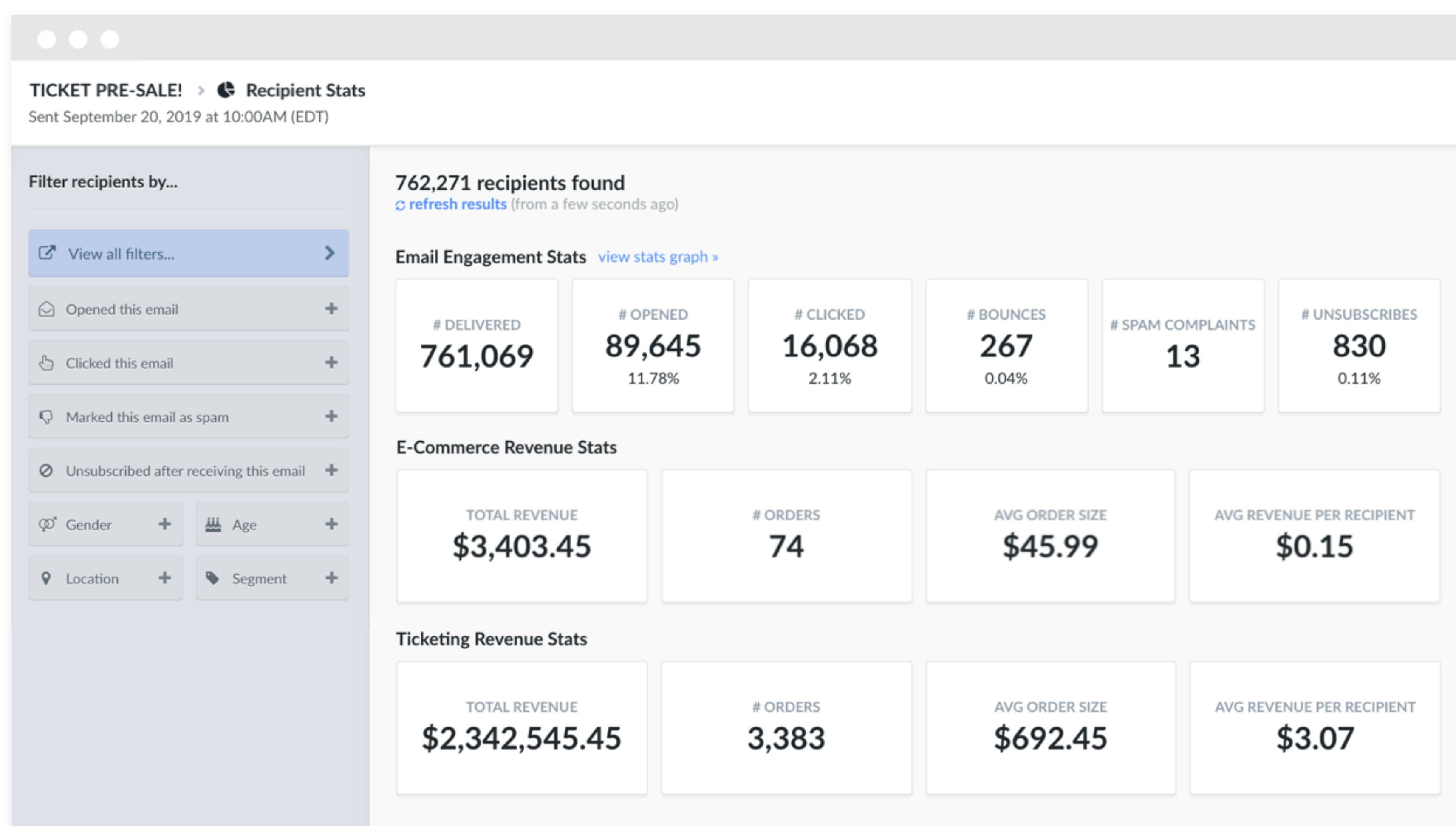
Ticketing CSV Importer

Hive has the only CSV importer made specifically to import your past attendee data - from event name, to venue, to purchase date. No need to worry about keeping track of hundreds of files and folders when all the data you need to market to your attendees can be imported into Hive.

Deliverability

Spend less time worrying about emails landing in inboxes, and more time creating attendee experiences that sell more. From custom domain warmup that keeps your sender reputation healthy from the get-go, to engagement levels that let you see how your list is performing, Hive is built to help you achieve long-term deliverability.

VIP & High Value Customer Segments

These segments tell you which customers frequently spend the most on tickets vs. which are likely to only buy tickets on sale. You can use this data to dynamically offer the right discounts, and to market VIP packages and presales to the right people.

Automations

Automations are effortless with Hive's pre-configured

journeys. Trigger customized emails based on attendee behaviour, whether that's cart abandonment or a newsletter signup. Sell more tickets by getting your email to the right customer at the right time.

Abandoned Cart for Events

If you've integrated Hive with Eventbrite, See Tickets, Frontgate, or the SDK, you can trigger email journeys when a subscriber abandons their cart. Use this automation to recover otherwise lost revenue and increase ticket sales.
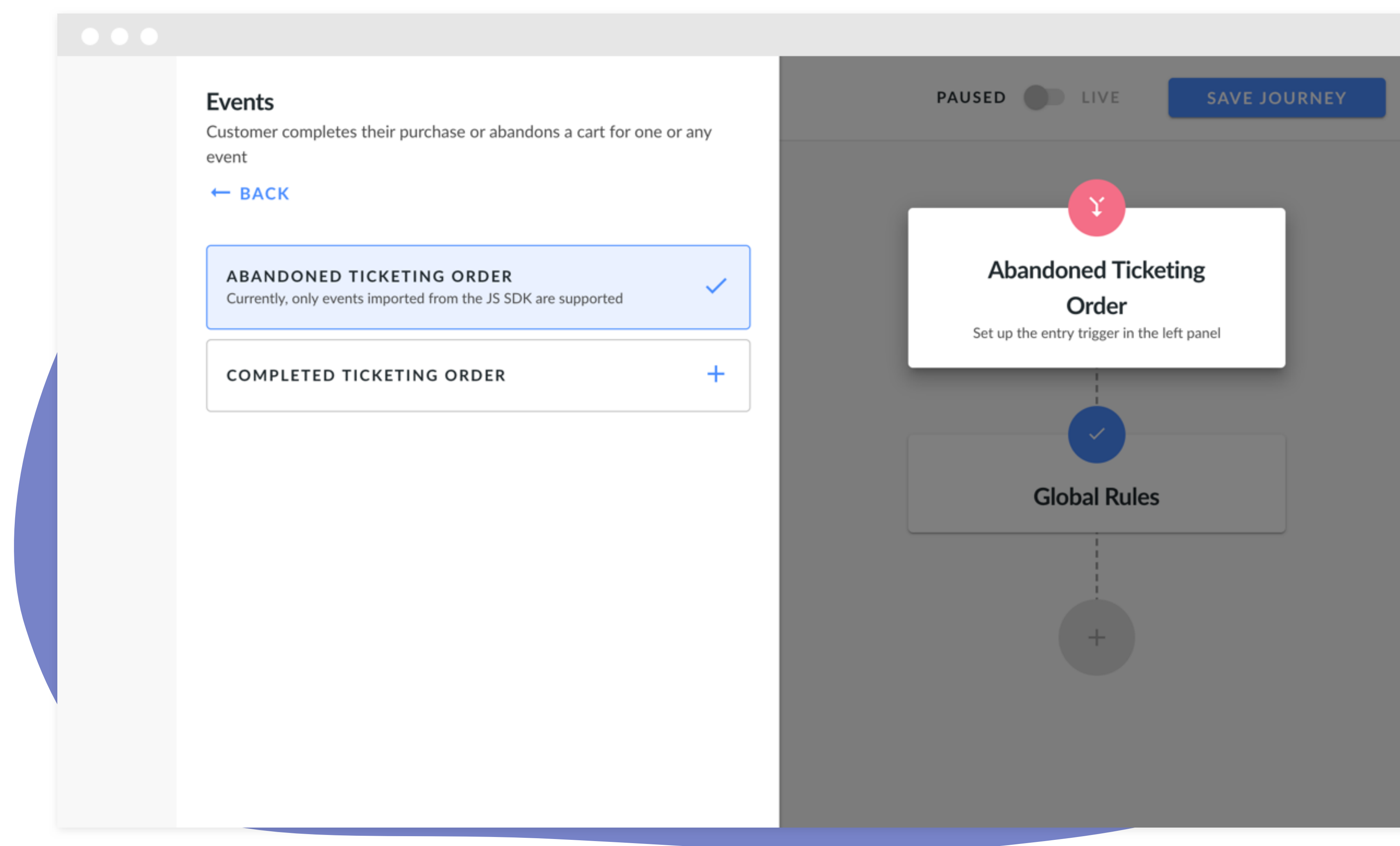

Segments

Hive segments give you the power of a CRM within an email

marketing platform. Get full picture attendee insights, then use live segments to build targeted campaigns that engage your customers and drive revenue.

Engagement Levels

Use engagement levels to learn which subscribers are the most active, and which are at risk of falling off. Then, reward your most active attendees with exclusive or automate winback campaigns to customers who haven't bought tickets in a while.

Hive.co
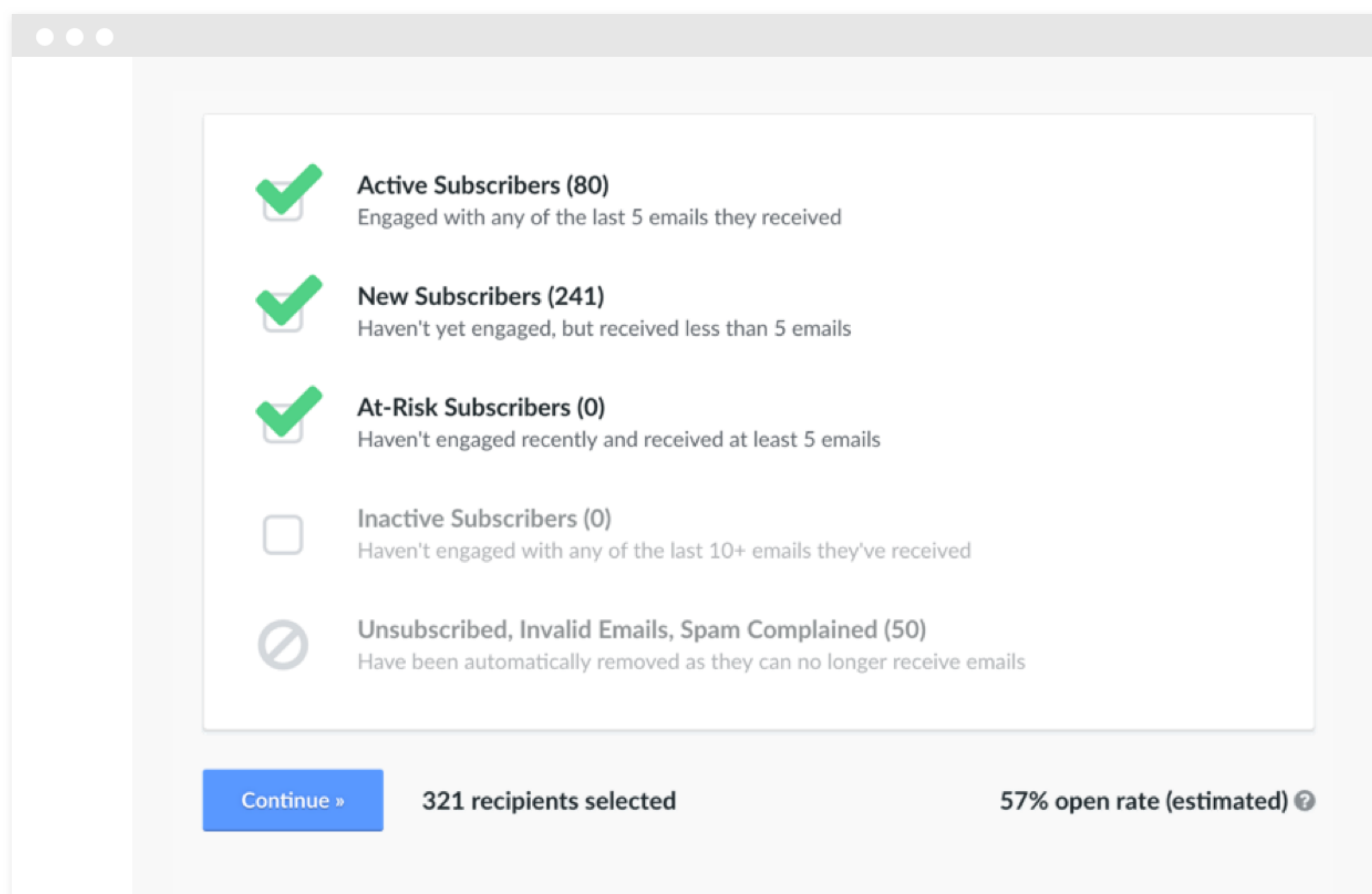
*Helping you send smarter email,
so you can sell more tickets.*