

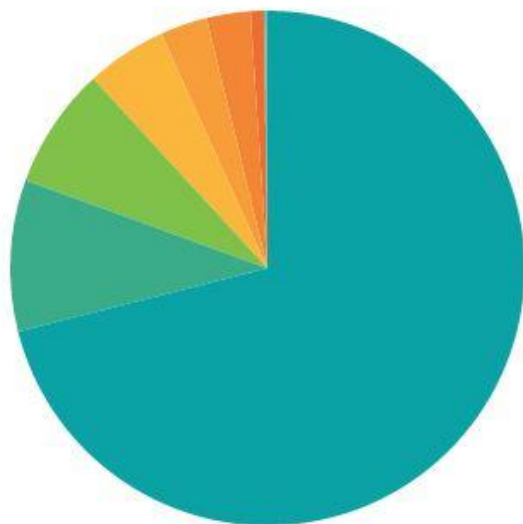
Update Report January 2014

Appendix (A)

Event Summary

COUP 1 - Can community ownership revolutionise your neighbourhood?

Traffic from Promotional Tools



Visits

Eventbrite Promotional Tools generated a total of 473 visits

- Eventbrite Search & Directory
- Eventbrite Email Invitations from the Organiser
- Eventbrite Organiser Profile Page
- Eventbrite Website Integration
- Facebook Share Tools
- LinkedIn Share Tools
- Eventbrite Save Event Feature
- Email Share Tools

Category	Visits	Tickets Sold
Eventbrite Search & Directory	336	--
Eventbrite Email Invitations from the Organiser	45	14
Eventbrite Organiser Profile Page	36	--
▼ Eventbrite Website Integration	24	4
<i>Eventbrite Countdown</i>	23	4
<i>Eventbrite Ticket Form</i>	1	--
Facebook Share Tools	14	--
LinkedIn Share Tools	13	--
Eventbrite Save Event Feature	4	--
Email Share Tools	1	--
TOTAL	473	18

Invitations Sent 155

Invitations Opened 52

Resulting Transactions 14

[Manage Invitations](#)

Invitations Opened

33%

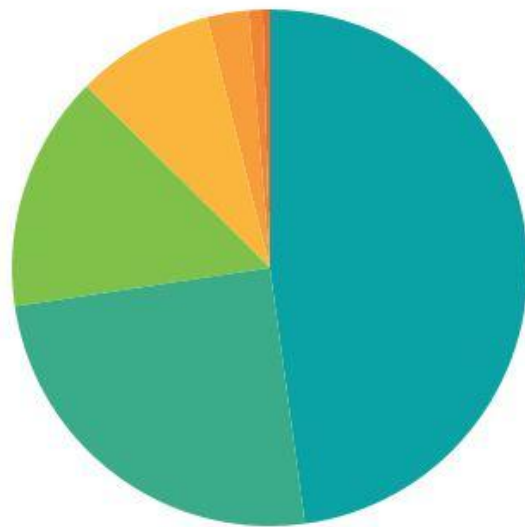
Invitation Conversion Rate

9%

Total Tickets issued 22

COUP 2 - 'Time & Money - Shares, grants, loans and banks'?

Traffic from Promotional Tools



Visits

Eventbrite Promotional Tools generated a total of 230 visits

- Twitter Share Tools
- Eventbrite Website Integration
- Eventbrite Search & Directory
- Eventbrite Email Invitations from the Organiser
- Eventbrite Organiser Profile Page
- Eventbrite Save Event Feature
- Facebook Share Tools

Category	Visits	Tickets Sold
Twitter Share Tools	110	--
▼ Eventbrite Website Integration	57	1
<i>Eventbrite Countdown</i>	57	1
Eventbrite Search & Directory	34	--
Eventbrite Email Invitations from the Organiser	20	5
Eventbrite Organiser Profile Page	6	--
Eventbrite Save Event Feature	2	--
Facebook Share Tools	1	--
TOTAL	230	6

Invitations Sent 226

Invitations Opened 75

Resulting Transactions 5

[Manage Invitations](#)

Invitations Opened

33%

Invitation Conversion Rate

2%

Total Tickets Issued 9