

# TANNA<sup>INC</sup>

## OUR FEATURES

Curated ticketing toolkits that successfully expand operational profitability & sustain longevity for your production.

### STRATEGY & CONSULTING

We provide essential & actionable ticketing strategies utilizing 25+ years of unmatched Broadway, concert, family entertainment ticketing, GM, & e-commerce experience.



### REVENUE OPTIMIZATION

Our industry-leading pricing applications grow your revenue & expand profitability with proven results.

### MANAGED MARKETPLACE

Customize a distribution approach that minimizes risk with a hyper-focused inventory management playbook tailored exclusively for your production.



### TOUR & GLOBAL TICKETING

Drive higher incremental revenue in all cities with market-by-market game plans + strategies. Across subscription, single tickets, & group sales campaigns complete with and market analysis.

### BUSINESS INTELLIGENCE

Receive unmatched sales analysis that elevates your data into applied strategies.



### SWOT ANALYSIS

Leverage the secondary market sales. Know exactly how often your tickets are selling across all platforms.

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## PROVEN RESULTS

Earned Revenue Increases

18%

in month 3

27%

in month 6

35%

in month 12

Offering best-of-breed earned revenue, ticketing, & audience development applications, we help prestigious brands reach their unlimited potential.

### DELIVERABLES include:

- **Full Ticketing Oversight**
  - Oversee or consult strategic directional & tactical day-to-day ticketing operations
- **Pricing Architecture or Restructuring**
  - Identify & direct ticket strategies aimed to exceed individual program revenue / attendance goals for production.
- **Go-to-Market Playbooks**
  - Consult and/or design earned revenue campaign playbooks including but not limited to: subscription pricing, benefits, single ticket campaign pricing, market analysis, venue/arena augmentation, revenue & brand optimization
- **Performance schedule, pricing, programming, and strategic hold recommendations**
- **Dynamic Pricing**
- **Inventory Management**
  - Customized inventory and distribution oversight.
- **Group sales and commissionable marketing channel pricing recommendations and optimizations with Marketing departments**
- **Targeted sales channel recommendations**
- **Analysis of inventory, seating charts, and pricing scales**
- **Sales Tracking**
- **Data Storytelling & Visualization**
- **Touring Analytics**
- **Distributed Commerce Partnerships**
- **Levering Secondary Market**

*Plus much more!*

### Who We've Worked With

DEAR  
EVAN  
HANSEN  
A NEW MUSICAL

TRUTH | BEAUTY | FREEDOM | LOVE  
MOULIN ROUGE!  
THE MUSICAL

THE BOOK OF  
MORMON

iHeart  
MEDIA

MIAMI  
CITY  
BALLET

CENTRE  
SEGAL  
PERFORMING ARTS  
ARTS DE LA SCÈNE

CURRAN

PRETTY  
WOMAN  
THE MUSICAL

Hard Rock  
LIVE

LOVE  
ROCKS  
NYC

ROCK  
OF  
AGES

ticketmaster®

tessitura  
NETWORK

StubHub

SeatGeek