Tiered pricing internal user guide

Updated 4.26.19

Overview

Goals

Tiered pricing provides a set of rules that will trigger changes to existing ticket type prices and availability. These rules can be date range driven, quantity sold driven or a combination of both. For example:
  ● Automatically ending the sale of a specific ticket type / tier at a specific date / time.
  ● Automatically ending the sale of a specific ticket type / tier when a certain number have been sold.

Pricing and inventory will continue to remain completely separate components.

Definitions

Ticket type: This are the same as we have today. Members will continue to create and manage ticket types in a similar fashion as they do now.
  ● These will continue to be the list of things that a patron can select from during the ticket buying process (e.g. Adult, Child, Senior, VIP).
  ● Some ticket types may now be repeated if multiple tiers are set to display at the same time (VIP - Adult and Regular - Adult).
  ● Ticket types may also be hidden or disabled based on the requirements listed below.

Rule: Members will be able to define multiple rules that dictate the availability, visibility and price of a ticket type for any given date and/or number of tickets sold for that ticket type.
  ● Members can change rules at any time. However, the changes will not be retroactive. They will only apply to ticket sales going forward.

Pricing tiers: A complete set of rules for a given ticket type will define the pricing tiers available over the full life of that ticket type.

Types of tiers

Time-centric tiers

Time-centric tiers allow members to configure one or more rules to make a ticket type available for sale during a specific time period. The member can configure multiple [date-range rules](#) for each ticket type, each with an independently specified price.

In addition, [a limit can be applied](#) to the date range so that, for example, a maximum number of Early Bird tickets can be specified. There can be multiple date-range rules defined for a ticket type, but the date ranges should not overlap.
- Different performances can have different configurations. (For example: Friday's event can have an Early Bird ticket tier, but Saturday's may not.)

Inventory-centric tiers

These tiers allow members to [configure one or more rules](#) for each ticket type that define a price for a limited number of tickets. Once the limit rule for the ticket type is exhausted, it is no longer available for sale and the next available limit rule for that ticket type is automatically used.
- A tier can only have one inventory-centric rule, but a ticket type can have multiple tiers with multiple inventory-centric tiers. (For example: You can have a VIP tier with a limited quantity. Once you hit that limit, the tier is used up. But you can divide your Adult ticket type into multiple tiers - Early Bird, VIP, Mid Season Sale - and each of those tiers can have their own limited quantities.)
- Different performances can have different configurations. (For example: Friday's event can have a VIP ticket tier limited to 50 tickets, but Saturday's may not.)

Block purchase tiers

These tiers allow members to require a group of tickets be purchased together - groups of 2, 3, etc. If a quantity rule is set, the tier will be exhausted when the quantity runs out.
- This is a TicketLine-only feature.
- Block purchase rule will show at TOP of bulleted rule.

Tier visibility

Each tier will have an **Initial Visibility** set. This value will remain in force until a rule takes over. Then, this rule will remain in effect until the next rule takes over. If there are no rules defined for

a tier then the initial value will remain in effect the whole time. (Example: A standard-priced ticket tier that does not change.)

- A **Quantity Rule** will always take precedence over a **Date Range Rule**.
- If there is no price entered in the **Pricing** step for a particular ticket type, then the tier will not display for that ticket type.

Creating Ticket Tiers

In the **Pricing** step of Event Manager, you'll see an **Add Pricing Tier** link on each date of a general admission event. If you do not see **Add Pricing Tier**, it's because of one of the following:

- The event does not take place in a general admission venue, OR
- The event is included in a package. Events in packages cannot use tiered pricing. (Also, events using tiered pricing cannot be included in packages.)

		Add/Edit Ticket Names
Event Date	**Adult**	
Tuesday Mar 17/20 7:00PM - Add Pricing Tier	$ 10.00	⬇ To All
Wednesday Mar 18/20 7:00PM - Add Pricing Tier	$ 10.00	
Tuesday Mar 24/20 7:00PM - Add Pricing Tier	$ 10.00	
Wednesday Mar 25/20 7:00PM - Add Pricing Tier	$ 10.00	
Thursday Mar 26/20 7:00PM - Add Pricing Tier	$ 10.00	
Agent	☑	
Website	☑	

Click **Add Pricing Tier** link to bring up the **Add/Edit Pricing Tiers and Rules** popup.

Add / Edit Pricing Tiers and Rules

Add/Edit Pricing Tiers and Rules

You may add, edit, remove and reorder tiered pricing rules here.

Examples: Create limited-time and/or limited-quantity sales at special prices. Such as VIP tickets at a higher price or early bird discount tickets only sold between certain dates.

Tier Name
This name is displayed to the patron/agent during the purchase process. It is also printed on the ticket.

Display Order
Position in the list you'd like this tier displayed. Lower number is higher in the list.

0

Initial Visibility
How this tier will initially appear. The rules below define how this tiers appears at subsequent points in time and availability.

Show - Active

Description
Tell your patrons the benefits of this price or offer. This description is displayed in TicketLine to the patron during the purchase process.

Rules Add Date Range Rule | Add Quantity Rule

Rules allow you to change availability of this pricing tier based on time/date and when a specific quantity of tickets have been sold.

Cancel   Submit

- **Tier Name**: Text, 50 chars, required. Name of this pricing tier (e.g. General Admission). It will display in the **Description** field of TicketLine, TicketAgent, Box Office, ticket confirmation, confirmation email and printed ticket.
- **Display Order**: Text, 3 chars, optional. Order on the buy page that this tier should appear. Lower number displays higher on the list. A tier can have the same number as other tiers, in which case they should sort alphabetically within that level number.
- **Initial Visibility**: Default is **Show - Active**. Other options: **Show - Disabled** and **Hidden**.

- **Description**: Text field, optional. Detailed description for the tier. It will display along with the name on TicketLine only. No character limit.
- **Remove**: Remove the rule (only appears when one of the rule links is clicked).
- **Cancel**: Exit screen with no action.
- **Submit**: Save all data, close popup window and refresh **Pricing** page with all new data display.

Add Date Range Rule

The fields for a new **Date Range Rule** will appear below the last rule displayed.

Rules Add Date Range Rule | Add Quantity Rule

Rules allow you to change availability of this pricing tier based on time/date and when a specific quantity of tickets have been sold.

Date Range Rule Remove
On Jul ⬍ 19 ⬍ 2018 ⬍ at 8 pm ⬍ :00 ⬍ set visibility to Hidden ⬍

- **Date Range Rule**: Multiple date/time fields similar to how dates and times are currently entered,
- **Visibility field:** This defines how TicketLine, TicketAgent and Box Office should treat this tier, when this rule is active (i.e. the current date is past this date but before any subsequent date rules). Options are Show - Active, Show - Disabled, and Hidden.

Add Quantity Rule

As the Quantity rule will always override any date rules, the Quantity rule will always appear first. There can only be a maximum of one Quantity rule per tier.

Quantity Rule Remove

A quantity rule will always override any date range rule. So, if required, you will always be able to specify an absolute maximum numbers of tickets to sell for this tier.

After 1 tickets sold, set visibility to Hidden ⬍

Date Range Rule Remove
On Jul ⬍ 19 ⬍ 2018 ⬍ at 8 pm ⬍ :00 ⬍ set visibility to Hidden ⬍

- **After:** Positive integer, required. This is the limit for the number of tickets that can be sold for this specific tier.
  - The limit applies across all ticket types in this tier. (For example: A total of 1,000 Adult and Child tickets combined.) If a member wanted to have 1,000 Adult

tickets and 1,000 Child tickets, then they would define two separate tiers - one for Adult with no Child price and one for Child with no Adult price.

● **Visibility field:** This defines how TicketLine, TicketAgent and Box Office should treat this tier once the ticket limit for this rule has not been reached. Options are **Hidden** and **Show - Disabled**.

Example

Add/Edit Pricing Tiers and Rules

You may add, edit, remove and reorder tiered pricing rules here.

Examples: Create limited-time and/or limited-quantity sales at special prices. Such as VIP tickets at a higher price or early bird discount tickets only sold between certain dates.

Tier Name
This name is displayed to the patron/agent during the purchase process. It is also printed on the ticket.

Mid-Season Pass

Display Order
Position in the list you'd like this tier displayed. Lower number is higher in the list.

0

Initial Visibility
How this tier will initially appear. The rules below define how this tiers appears at subsequent points in time and availability.

Show - Disabled

Description
Tell your patrons the benefits of this price or offer. This description is displayed in TicketLine to the patron during the purchase process.

One month only - a mid-season sale is now on

Rules Add Date Range Rule | Add Quantity Rule

Rules allow you to change availability of this pricing tier based on time/date and when a specific quantity of tickets have been sold.

Quantity Rule Remove

A quantity rule will always override any date range rule. So, if required, you will always be able to specify an absolute maximum numbers of tickets to sell for this tier.

After 1000 tickets sold, set visibility to Hidden

Date Range Rule Remove
On May 1 2019 at 3 pm :00 set visibility to Show - Active

Date Range Rule Remove
On Jun 1 2019 at 3 pm :00 set visibility to Hidden

Cancel   Submit

Add Block Purchase Rule

Note: This feature (as of 2.28.19) is only turned on for one member.
The Block Purchase rule allows members to set a specific quantity in which tickets must be purchased - like groups of two, etc. There can only be a maximum of one Block Purchase rule per tier.

Add/Edit Pricing Tiers and Rules

You may add, edit, remove and reorder tiered pricing rules here.

Examples: Create limited-time and/or limited-quantity sales at special prices. Such as VIP tickets at a higher price or early bird discount tickets only sold between certain dates.

Tier Name
This name is displayed to the patron/agent during the purchase process. It is also printed on the ticket.

Display Order
Position in the list you'd like this tier displayed. Lower number is higher in the list.

`0`

Initial Visibility
How this tier will initially appear. The rules below define how this tiers appears at subsequent points in time and availability.

`Show - Active`

Description
Tell your patrons the benefits of this price or offer. This description is displayed in TicketLine to the patron during the purchase process.

Rules   Add Date Range Rule | Add Quantity Rule | Add Block Purchase Rule

Rules allow you to change availability of this pricing tier based on time/date and when a specific quantity of tickets have been sold. You can also sell tickets in blocks, if desired.

Quantity Rule   Remove

A quantity rule will always override any date range rule. So, if required, you will always be able to specify an absolute maximum numbers of tickets to sell for this tier.

After `1` tickets sold, set visibility to `Hidden`

Block Purchase Rule   Remove

Set an exact number of tickets which must be purchased at the same time from this tier. Example: If you set '3', then your patron will purchase 3 or 6 or 9 (etc) tickets from this tier in one purchase.

Tickets from this tier must be purchased in blocks of (2-100): `2`

Cancel   Submit

If a block purchase rule is enabled, then the quantity must be selected in that amount. Couple of things to keep in mind:

- This is a TL-only feature. The only change is that the ticket selector will only show the increments of the blocks, up to any quantity limit (set in a quantity rule) on the tier.
- Block purchase rule will show at TOP of bulleted rule list to avoid this rule being visually lost among or below other rules which have more complicated Show/Hide/Disable dynamic actions.
- Patron cannot mix ticket types within one block -- they must purchase each block of one ticket type. They can purchase blocks of more than one ticket type in one purchase, e.g. they can purchase one (or more) block(s) of Adult tickets and one (or more) block(s) of Senior tickets in one purchase.
- Block purchases are not differentiated in reports. We will not record that a purchase was part of a bulk, and it won't be possible to distinguish them from regular ticket sales in reports.
- Refunds / exchanges are no worked into block purchases. Each ticket is an individual ticket for the sale of refunds and exchanges.

Pricing page with Tiered Pricing rules

Once a tier is defined for the first date, the **To All** link can be used to extend it AND the pricing to all other dates. Existing values will be overwritten.

Event Date		Adult	Student	
				Add/Edit Ticket Names
Friday Feb 11/22 - Add Pricing Tier				⬇ To All
Mid-Season Pass Edit | Remove • Show - Disabled Initially • Show - Active on Wednesday May 1, 2019 3:00PM • Hidden on Saturday June 1, 2019 3:00PM • Hidden after 1,000 tickets sold One month only - a mid-season sale is now on	$	25.00	15.00	
General admission Edit | Remove • Show - Active Initially	$	50.00	35.00	
VIP Edit | Remove • Show - Active Initially • Hidden after 1,000 tickets sold Enjoy access to our VIP section	$	100.0		

This shows how the above example in the **Add/Edit** Popup for the Mid-Season Pass Tier would now display on the Pricing page. Note:

- Tier Name field plus **Edit** | **Remove** displayed first.
- First bullet point is **Initial Visibility**
- Following bullets are the **Rules** if any were defined
- Lastly is the **Description** field
- Each tier can then have a price associated with it for each ticket type
- If no price is entered then the tier will not appear for that ticket type
- These repeat for each defined tier in the order specified by **Display Order**

Inventory page

The Inventory page will show how many tickets of each have been sold.

	Event Date	Capacity			Not For Sale	Out	Invoice	Sold	Holds	Available
☐	Tue Mar 17, 2020 @ 7:00PM	100	Inventory ⬇ To All		0	0	0	18	0	82
	Mid-Season Pass - Adult	1,000				0	-	0	-	1,000
	Mid-Season Pass - Child						-	0	-	
	General Admission - Adult					0	-	7	-	0
	General Admission - Child						-	3	-	
	VIP - Adult	100				0	-	7	-	93
	VIP - Child						-	0	-	

- The tiered pricing sales information is display only
- Tiered pricing information will only display if tiers have been defined. Each tier will display **Tier Name - Ticket Type**
- The number sold for each tier will appear in the **Sold** column
- The number "out" for each tier will display in the **Out** column
- If the tier has a **Quantity Rule** limit defined, then the limit will appear in the **Capacity** column and the number still available will appear in the **Available** column.
- If the **Tier** has a limit that applies to **multiple Ticket Types** (e.g. our Mid Season Sale - Adult/Child example above), then the **Available** amounts will be shown shared across the tier rows for those **Ticket Types**. The **Out** and **Sold** columns will shown as the actual numbers for each tier.

Selling tiered pricing tickets

Below are examples in all of Vendini's sales channels for the tier situation laid out above - TicketLine 2.5, Mobile TL, White Label TL, TicketAgent (Classic and Shopping Cart), and Box Office.

TicketLine

TYPE	QTY	PRICE	TOTAL
Mid-Season Pass - Adult One month only - a mid-season sale is now on		$25.00	
Mid-Season Pass - Student One month only - a mid-season sale is now on		$15.00	
General admission - Adult	0 ⌄	$50.00	$0.00
General admission - Student	0 ⌄	$35.00	$0.00
VIP - Adult Enjoy access to our VIP section	0 ⌄	$100.00	$0.00

Ticket Agent (Classic and Shopping Cart)

For Sale: 100 tickets @ 3:19PM Pacific
Invoice: 0 tickets @ 3:19PM Pacific

Inventory Type
Available to Public ⇕

Description	Qty	Type	Price	Total
Vendini Theatre **New Works Festival** **Sat Feb 12, 2022** Vendini Mainstage				
MID-SEASON PASS - ADULT	NOT AVAILABLE	**Adult**	25.00	$0.00
MID-SEASON PASS - STUDENT	NOT AVAILABLE	**Student**	15.00	$0.00
GENERAL ADMISSION - ADULT	− 0 +	**Adult**	50.00	$0.00
GENERAL ADMISSION - STUDENT	− 0 +	**Student**	35.00	$0.00
VIP - ADULT	− 0 +	**Adult**	100.00	$0.00
---SELECT DELIVERY OPTION--- ⇕				$0.00
			Total:	**$0.00**

Box Office

FEB 12, 2022	15 SOLD · 100 FOR SALE

Mid-Season Pass - Adult

$25.00

Mid-Season Pass - Student

$15.00

General admission - Adult

$50.00

General admission - Student

$35.00

VIP - Adult

$100.00

Refunds / Exchanges

Processing a refund

Refunds for tiered pricing tickets are processed as per usual.

If any tiered pricing tickets are refunded and those tickets were from a tier with a quantity rule / limited quantity, then the refunded tickets will be added back to that tier.

- For example: A tier has a limited quantity of 50 tickets, and those tickets sell out, hiding the tier. If two of the tickets from this tier are refunded, then the tier will have an additional two tickets available to patrons.

Processing an exchange

Exchanges for tiered pricing tickets are processed as per usual.
- Tiered price tickets can be exchanged for non-tiered price tickets, both within the same event and for different events.
- Non-tiered price tickets can be exchanged for Tiered price tickets, both within the same event and for different events.
- When exchanging INTO an event with tiered price tickets, agent can see and choose from all available tiers and ticket types.

If any tiered pricing tickets are exchanged and those tickets were from a tier with a quantity rule / limited quantity, then the exchanged tickets will be added back to that tier.
- For example: A tier has a limited quantity of 50 tickets, and those tickets sell out, hiding the tier. If two of the tickets from this tier are exchanged, then the tier will have an additional two tickets available to patrons.

Reporting

Ticketing tiers have been added to three Vendini reports: [Ticket Type](#), [Summary Receipts](#), and [Summary Statistics](#).

Ticket Type report

Death of a Salesman - Mar 17, 2020 @ 7:00PM

6 unique orders

Type	Face Value	Section	Activity	Unique Orders	Comps	Sold Qty	Discount	Total
ADULT	$10.00	GENERAL ADMISSION	SALE	1	—	1	$0.00	$10.00

Type	Face Value	Section	Activity	Unique Orders	Comps	Sold Qty	Discount	Total
GENERAL ADMISSION - ADULT	$50.00	GENERAL ADMISSION	SALE	3	—	7	$0.00	$350.00

Type	Face Value	Section	Activity	Unique Orders	Comps	Sold Qty	Discount	Total
GENERAL ADMISSION - CHILD	$35.00	GENERAL ADMISSION	SALE	2	—	3	$0.00	$105.00

Type	Face Value	Section	Activity	Unique Orders	Comps	Sold Qty	Discount	Total
VIP - ADULT	$100.00	GENERAL ADMISSION	SALE	2	—	7	$0.00	$700.00

					Comps	Sold Qty	Discount	Total
					—	18	$0.00	$1,165.00

Summary Receipts

Statistics (comps not included)

Ticket Types	TicketLine Website	TicketAgent POS	Total			
ADULT	—	$11.00	$11.00	—	1	1
VIP - ADULT	—	$716.00	$716.00	—	7	7
GENERAL ADMISSION - ADULT	—	$369.41	$369.41	—	7	7
GENERAL ADMISSION - CHILD	—	$111.59	$111.59	—	3	3
MID-SEASON PASS - ADULT	—	$110.60	$110.60	—	4	4
MID-SEASON PASS - CHILD	—	$49.40	$49.40	—	3	3
Total	—	$1,368.00	$1,368.00	—	25	25

Summary Statistics

Statistics

Ticket Types	TicketLine Website	TicketAgent POS	Total		TicketLine Website	TicketAgent POS	Total	
ADULT	—	$10.00	$10.00	0.8%	—	1	1	4.0%
VIP - ADULT	—	$700.00	$700.00	53.4%	—	7	7	28.0%
GENERAL ADMISSION - ADULT	—	$350.00	$350.00	26.7%	—	7	7	28.0%
GENERAL ADMISSION - CHILD	—	$105.00	$105.00	8.0%	—	3	3	12.0%
MID-SEASON PASS - ADULT	—	$100.00	$100.00	7.6%	—	4	4	16.0%
MID-SEASON PASS - CHILD	—	$45.00	$45.00	3.5%	—	3	3	12.0%

Invoicing

Tier information also appears on the Invoices > Edit screen. The tier is displayed in the Type column.

Death of a Salesman
Tuesday March 24, 2020 @ 7:00PM
Vendini Theatre - San Francisco, CA   Add/Edit tickets

Item	Description	Type	Price
#1	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#2	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#3	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#4	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#5	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#6	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#7	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#8	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#9	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#10	GENERAL ADMISSION	Mid-Season Pass - ADULT	$25.00
#11	GENERAL ADMISSION	Mid-Season Pass - CHILD	$15.00
#12	GENERAL ADMISSION	Mid-Season Pass - CHILD	$15.00
#13	GENERAL ADMISSION	Mid-Season Pass - CHILD	$15.00
#14	GENERAL ADMISSION	Mid-Season Pass - CHILD	$15.00
#15	GENERAL ADMISSION	Mid-Season Pass - CHILD	$15.00
#16	GENERAL ADMISSION	VIP - ADULT	$100.00
#17	GENERAL ADMISSION	VIP - ADULT	$100.00
#18	GENERAL ADMISSION	VIP - ADULT	$100.00
#19	GENERAL ADMISSION	VIP - ADULT	$100.00
		Theatre Restoration	$10.00
		Total:	$735.00

When adding / editing tickets, available tiers can be selected.

Inventory Remaining: 81 tickets (at 3:14PMPacific)

Description	Qty			Type	Price	Total
Vendini Theatre **Death of a Salesman** Tue Mar 24, 2020 @ 7:00PM Vendini Theatre						
MID-SEASON PASS - ADULT	−	10	+	Adult	$25.00	$250.00
MID-SEASON PASS - CHILD	−	5	+	Child	$15.00	$75.00
VIP - ADULT	−	4	+	Adult	$100.00	$400.00
GENERAL ADMISSION - ADULT	−	0	+	Adult	$50.00	$0.00
GENERAL ADMISSION - CHILD	−	0	+	Child	$35.00	$0.00
Will Call / No Delivery Required ($0.00)						$0.00
Theatre Restoration Remove						$10.00
					Total:	**$735.00**

- If the tier that the original order / invoice has expired for either time or quantity reasons, then the line should be greyed out / disabled.
- If there is a Quantity rule in place for the tier, then the user should not be allowed to increase the ticket quantity beyond that limit.

Order Confirmation Page

Tiers have been added to the patron's order confirmation.

Summary

DEATH OF A SALESMAN

WEDNESDAY MARCH 18, 2020 7:00PM   Add To Calendar

VENDINI THEATRE — SAN FRANCISCO, CA

DESCRIPTION	PRICE
GENERAL ADMISSION (B7P14USVA) - MID-SEASON PASS - CHILD	$15.00
GENERAL ADMISSION (B7P14USVZ) - MID-SEASON PASS - ADULT	$25.00
GENERAL ADMISSION (B7P14USVX) - MID-SEASON PASS - ADULT	$25.00
GENERAL ADMISSION (B7P14USVV) - MID-SEASON PASS - ADULT	$25.00
Theatre Restoration	$10.00
Delivery Method: Hold at venue box office - Will Call	$0.00

Total: $100.00

Payment CASH on JUL 23, 2018 @ 2:30PM (Andrea V): $100.00
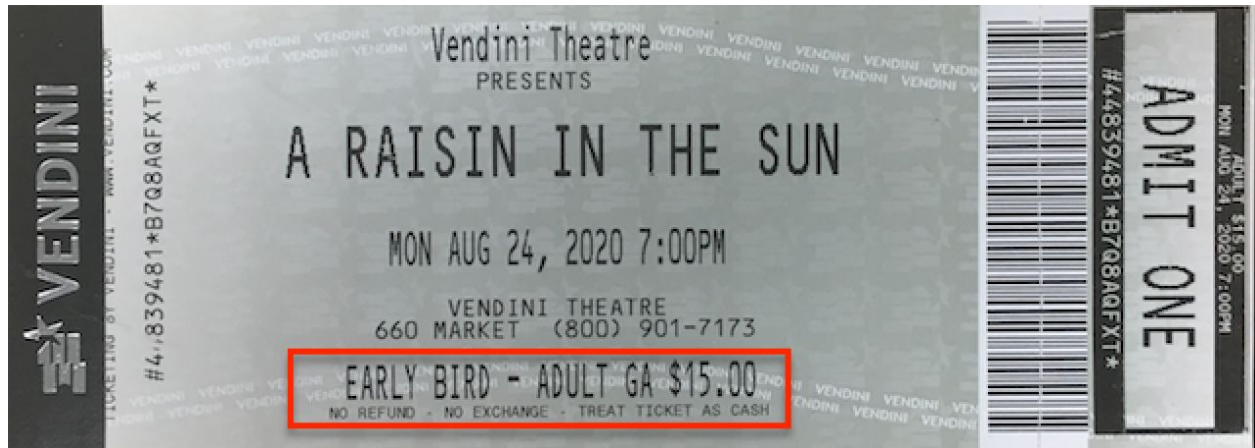
Print at Home tickets

Tier information has been added to the main section of a Print at Home ticket ...
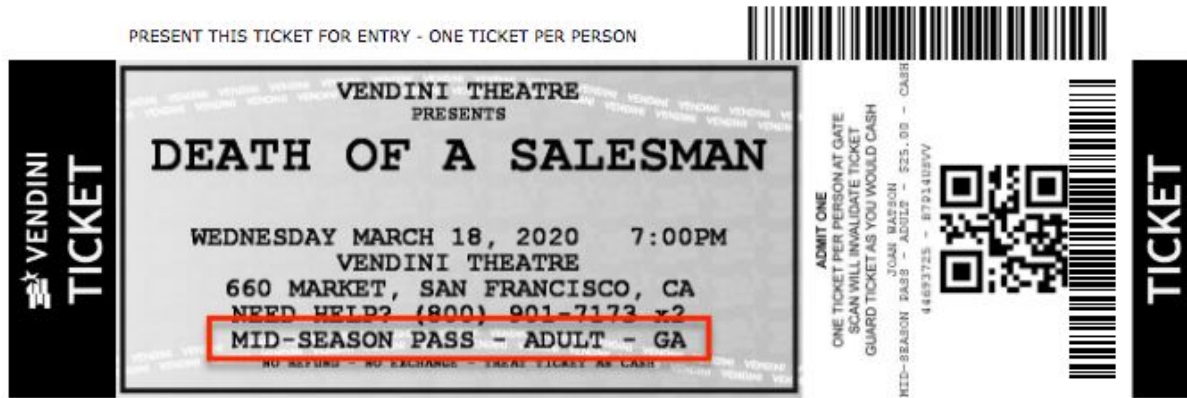
… as well as the stub section.

Thermal (Boca) Tickets

Release info

We sent an email to members notifying them of the feature and soliciting Beta members on June 18: Coming Soon: Tiered Pricing.

The feature was released to all members on Aug. 21. We sent the following email: New: Tiered Pricing.