

BEST PRACTICES SERIES

Increase Sales with New Era Technology

New Era Tickets' technology can successfully increase sales and Ticket Renewals with the help of **PURLS**.

What is a PURL?

A PURL is a personalized URL and customized web address, which many also identify and call a personal website. It is frequently used to increase e-mail open and click rates.

Additional Personalization and Incentives for the FAN:

- Online easy and secure payment process
- Allows incentives for early responses
- Personalized messaging

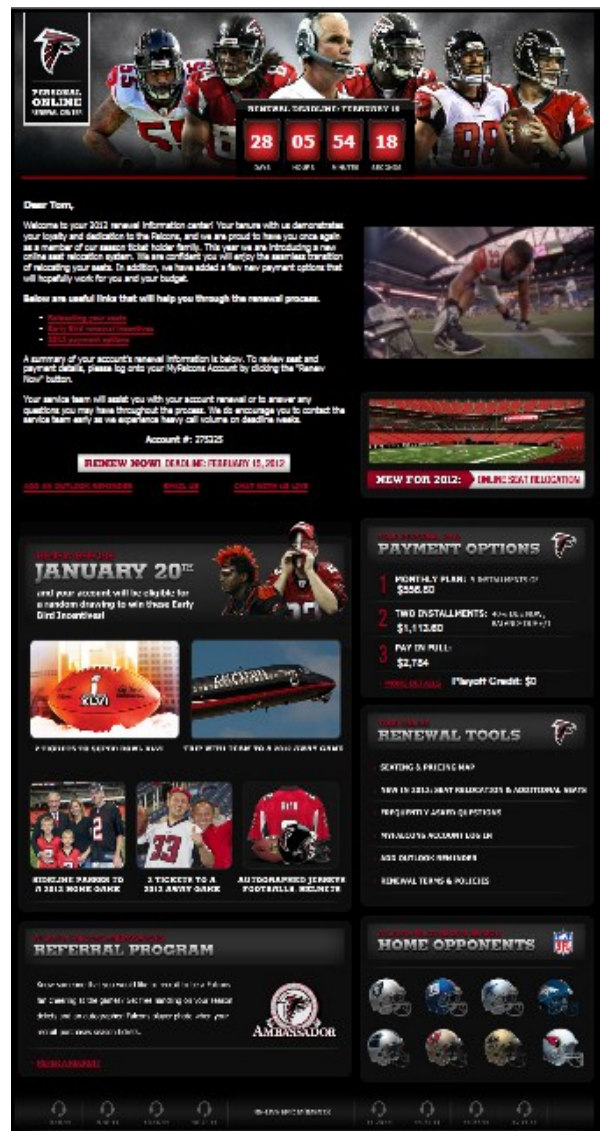
Increased Revenue and Control for the VENUE:

- Grow online renewals
- Heighten fan engagement
- Simplify process
- Add sponsorship opportunities

5th Issue: PURLS



New Era Tickets is committed to helping you master your ticketing system technology. We understand that your time is limited, and therefore we've created the **Best Practices Series** to help you identify the most simple and effective features — that you can begin implementing today.



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PURLs Enable Venues the ability to:

- Personalize message to the fan
- Incentivize early renewal
- Offer comprehensive online renewal tools
- List their personal Account Manager and associated contact information
- Easily renew season tickets
- Dive deeper into team activities
- Include Outlook Reminder for payment deadline
- Enable seat relocation and purchase of additional seats
- Post frequently asked questions
- Highlight renewal terms and policies
- Describe payment options
- Show countdown to payment deadline
- Promote upgrade experience
- Push multimedia messages and video
- Celebrate exciting past highlights
- Show fan seat location and interactive stadium map
- Promote referral program

The image displays two examples of personalized email messages (PURLs) from New Era Tickets. The top screenshot is for the Oakland Raiders Football team, addressed to 'Andrew'. It features the Raiders logo and text about the 2011 Season Ticket Renewal Campaign, including a link to renew. The bottom screenshot is for the New York Nets, addressed to 'Margaret'. It features the Nets logo and text about the 2010-11 season at the Prudential Center, including a personalized account manager profile for Brian Jernigan, seat location information, and promotional banners for 'TOP DRAFT PICK!', 'A NEW HOME', and 'NEW OWNERSHIP'.