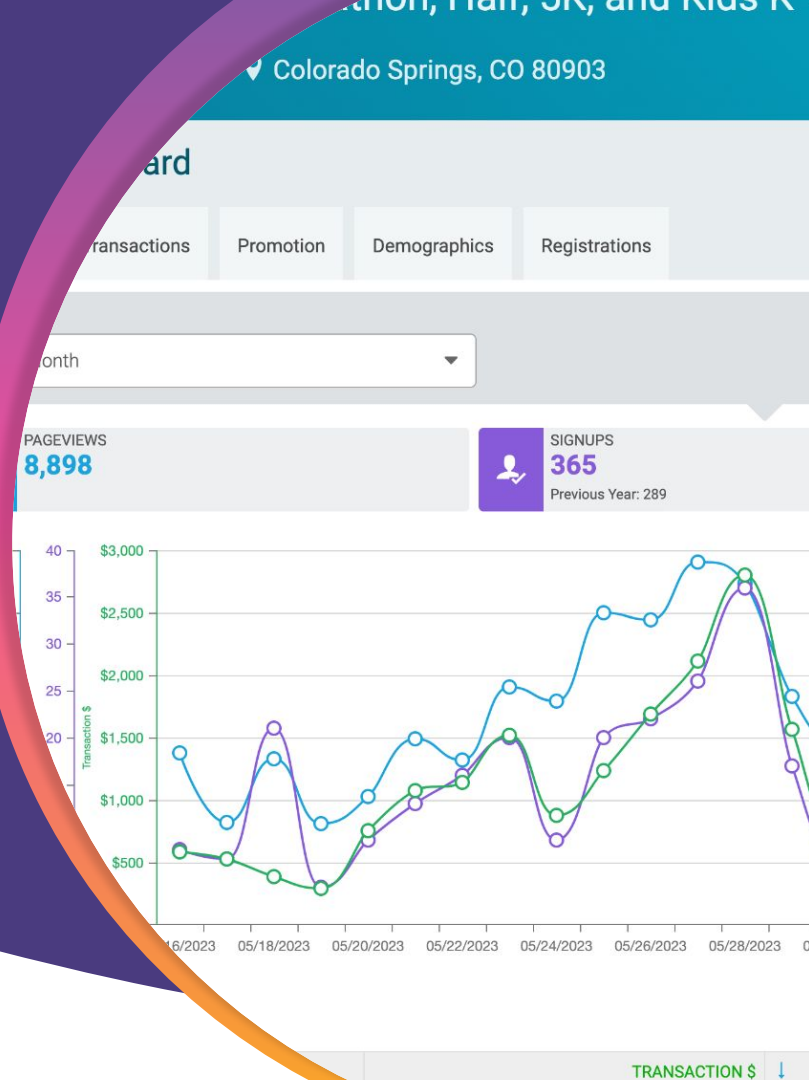


# RunSignup Dashboard Review

*Your Central Hub for Race Management*

Steve Bingham-Hawk, Senior Account Manager





# Today's Agenda

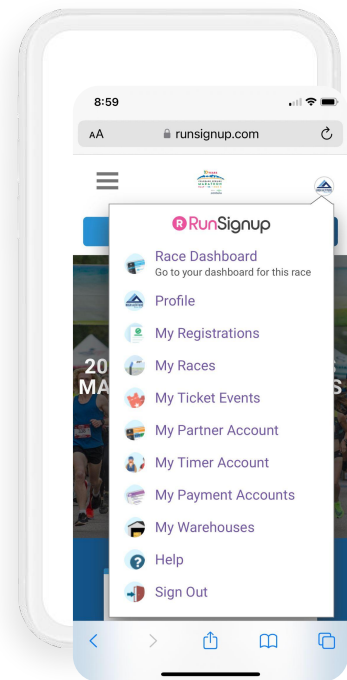
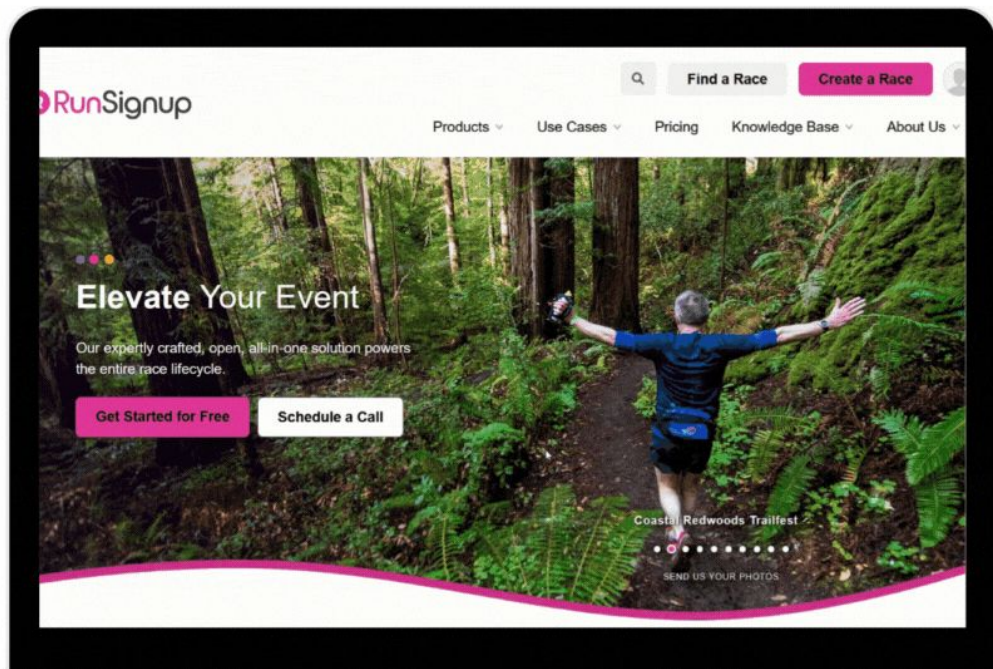
- Access
- Summary and Anatomy
- Dashboard Graphs: Overview, Transactions, Promotion, Demographics, Registrations
- Demo
- Take Action: Marketing!
- Questions



# Access to Your Dashboard

RunSignup.com >> Profile Image >> My Races

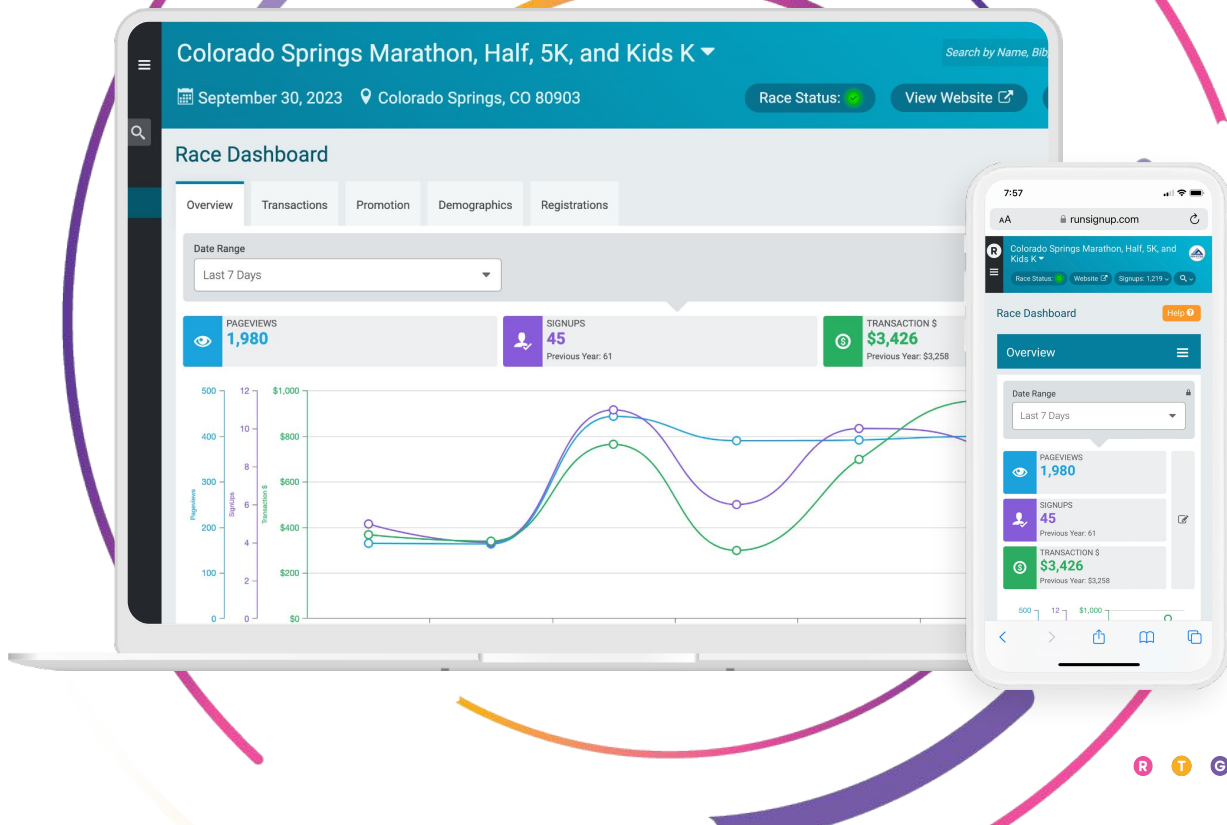
Race Website >> Profile Image >>  
Race Dashboard



# Dashboard Summary

## Quick Views of Powerful Data

- Race Status
- Current Signups
- Default Stats: Page Views, Signups, Transactions
- Tabs for detailed data and additional reporting
- Source Tracking
- Charts
- Custom-built
- Promotion and Analytics → not financial reconciliation



# Dashboard Anatomy

Menu Search

"Home"

Registration Breakdown

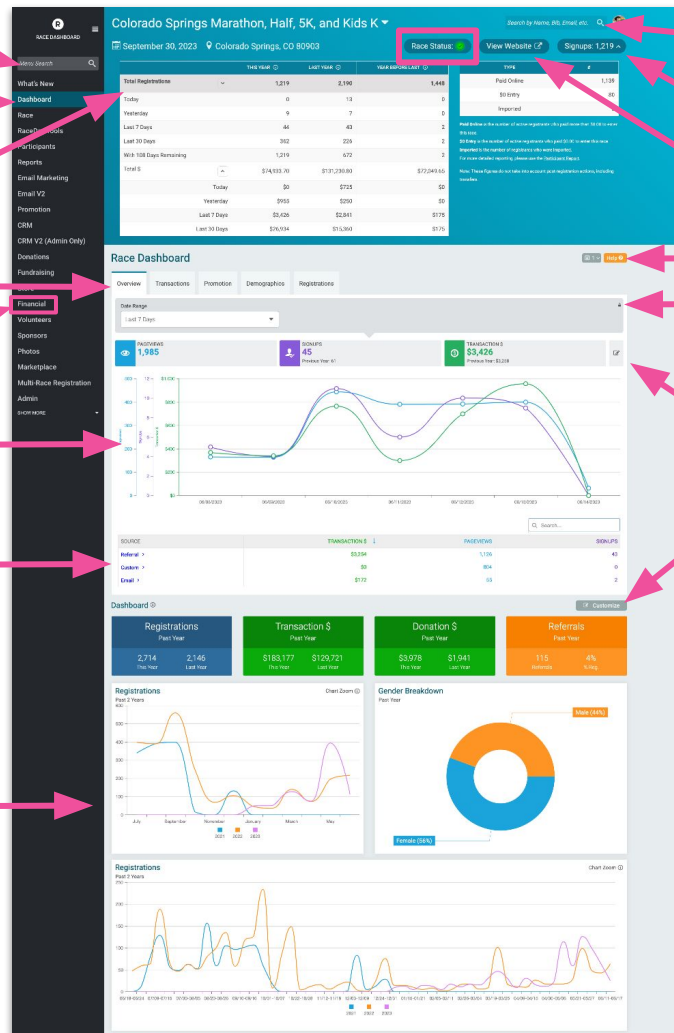
Detail Tabs

Financial Reports

Dashboard Graphs

Source Tracking

Charts



Participant Quick Search

Total Signups

Public Site Link

HELP

Analytics Access

Customize

# Dashboard

## Race Status

### GOALS:

- Live website
- Donations enabled
- Timer designated
- Registration open
- Payment account active

Race ID: 95592

Last Updated: June 14, 2023 6:51am MDT. Updates approximately every 30 minutes.

<p>● Race Website</p> <p>Your site is live! Your race website should always be live. It's the primary way people find your event online.</p> <p><a href="#">View your Race Website settings</a></p>	<p>● Registration</p> <p>Registration is open for all events.</p> <p><a href="#">View your Registration settings</a></p>
<p>● Donations</p> <p>Nice! Donations are live.</p> <p><a href="#">View your Donations settings</a></p>	<p>● Payments</p> <p>You are currently accepting payments.</p> <p><a href="#">Current Payment Account: Chicago Running &amp; Special Events Management - 2021</a></p> <p>You are live on an Advanced account with payment by direct deposit.</p> <p><a href="#">View Payment Report</a></p>
<p>● Timer</p> <p>You are set up to use High Altitude Race Timing as your timer.</p> <p><a href="#">View Timer Pricing</a></p>	

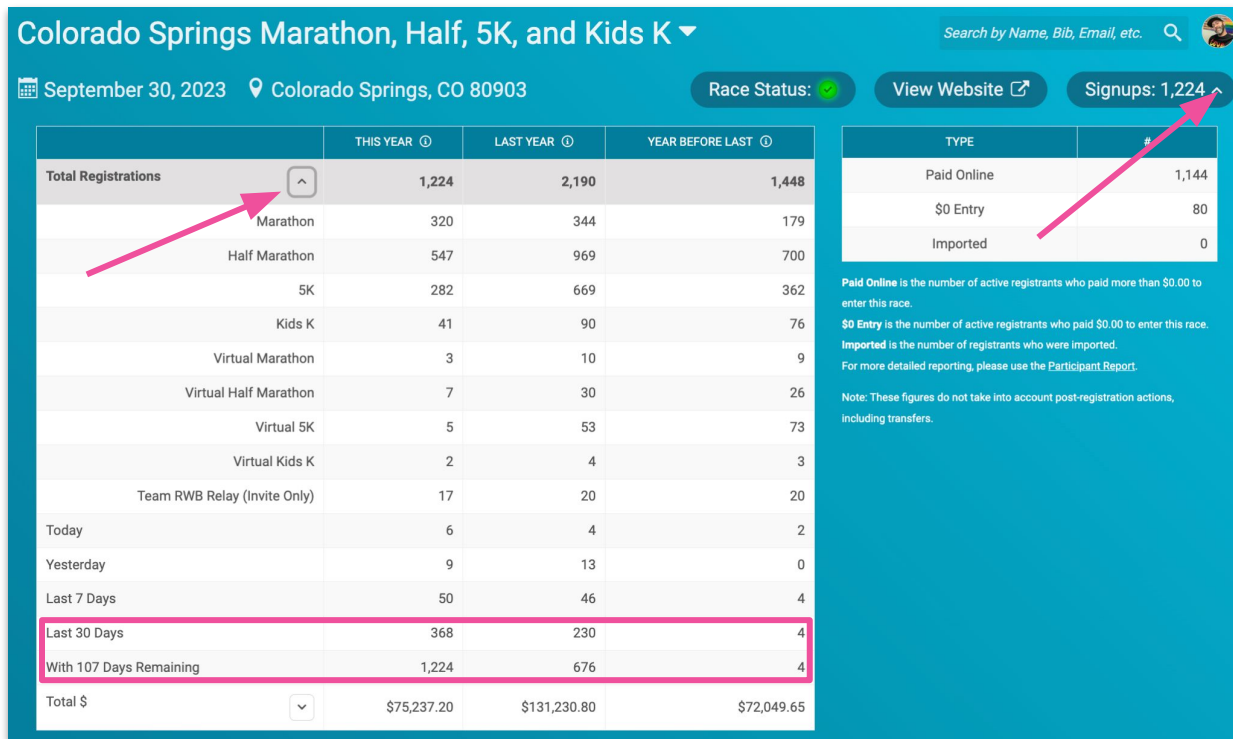
OK



# Dashboard

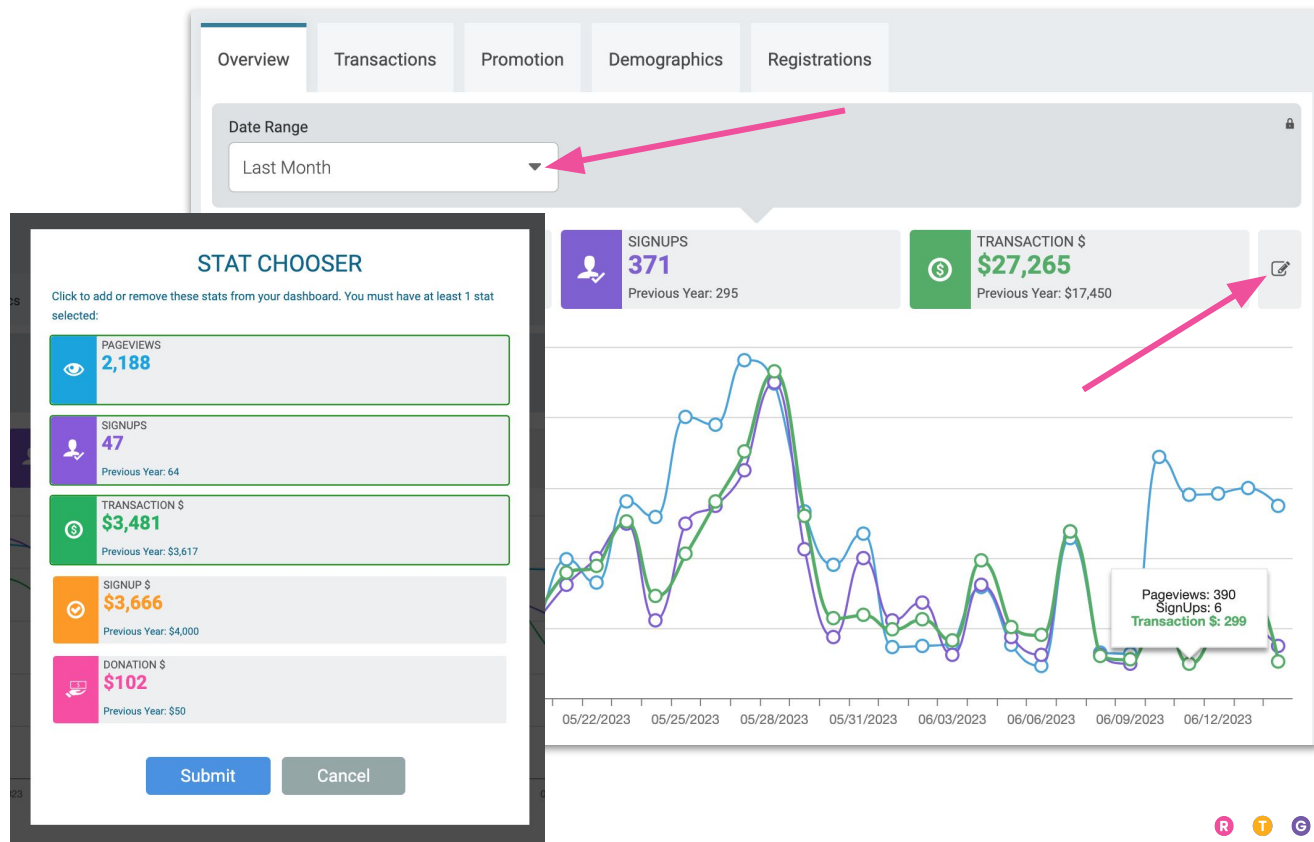
## Data Expansions

- Total Signups
- Total Registrations
- Registration by Event
- YOY comparisons
- Last 30 Days\*
- Days remaining\*



# Dashboard Graphs Overview

- Date Range
- Default: Page views, Signups, transactions
- Add donations and signups

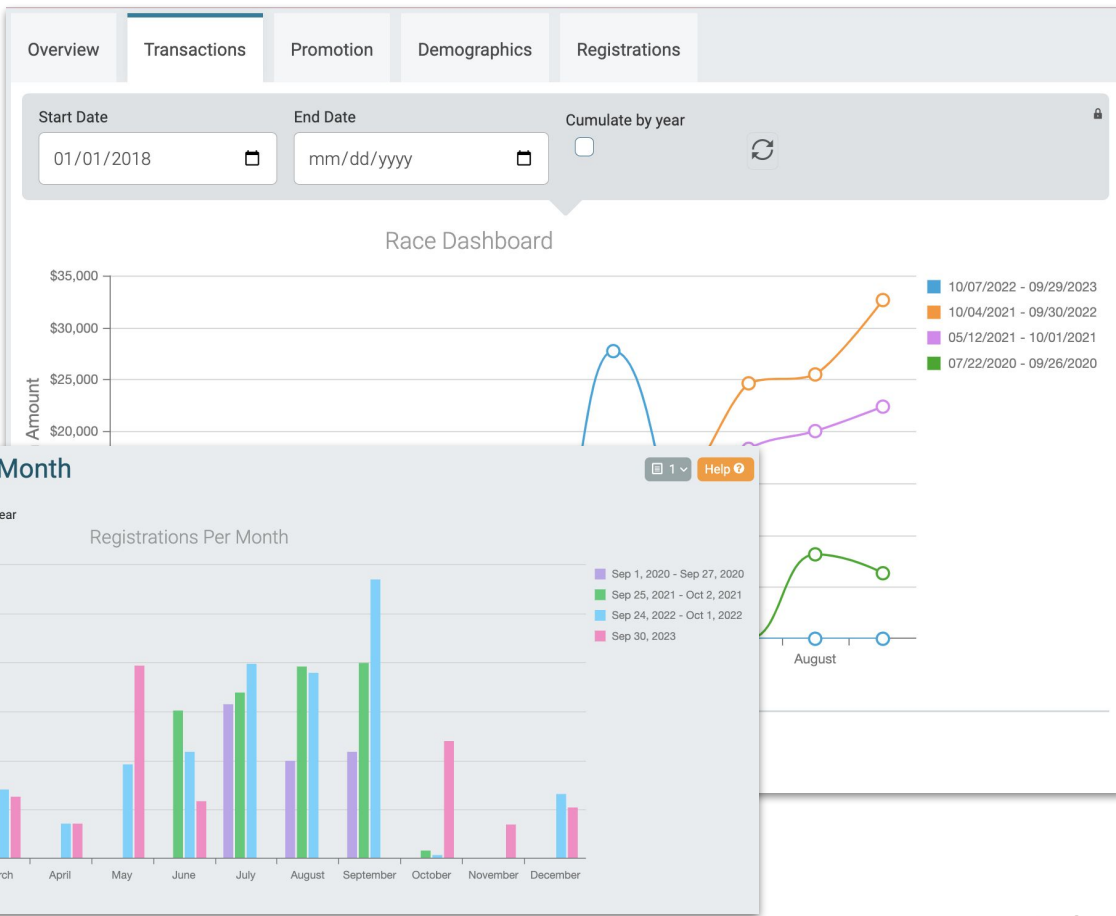




# Dashboard Graphs

## Transactions

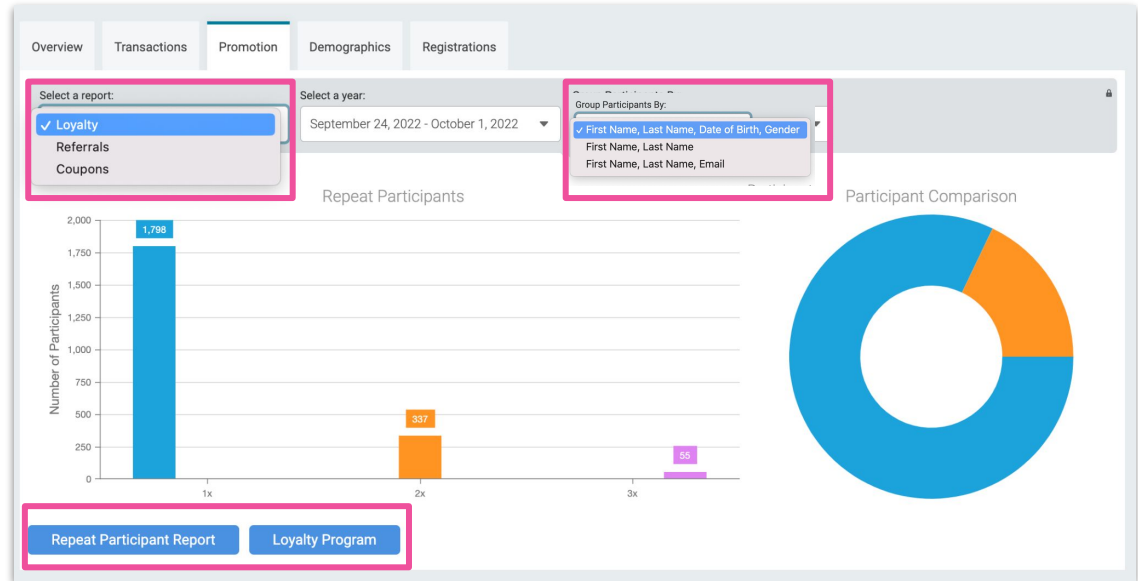
- Start and End dates
- Cumulate by year
- Participant Graphs



# Dashboard Graphs

## Promotion - Loyalty

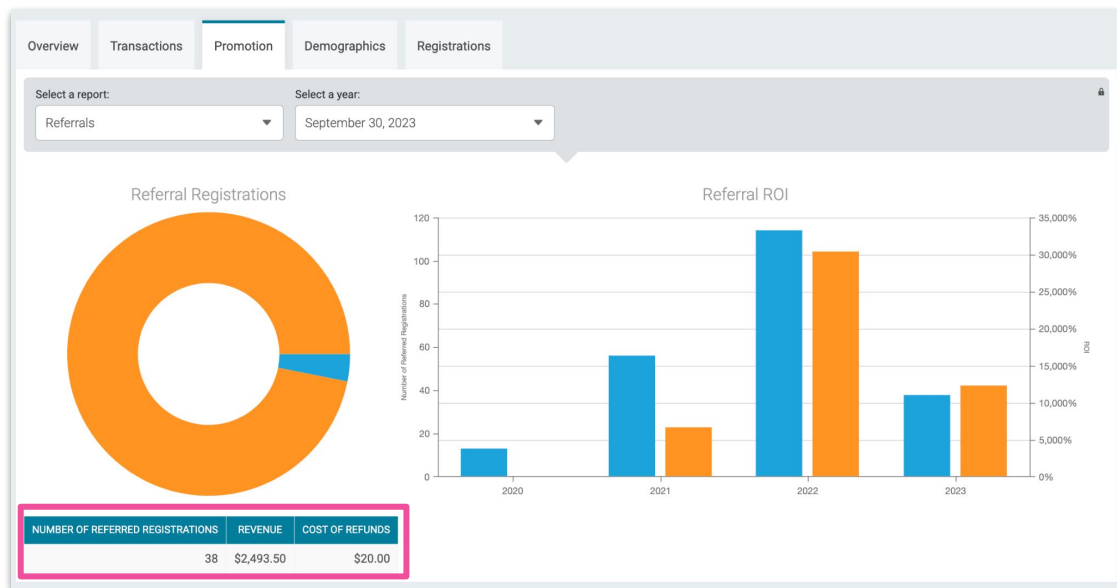
- 3 reports: Loyalty, Referrals, Coupons
- Year
- Group Participants By
- Participant Report
- Quick link to Loyalty Program



# Dashboard Graphs

## Promotion - Referrals

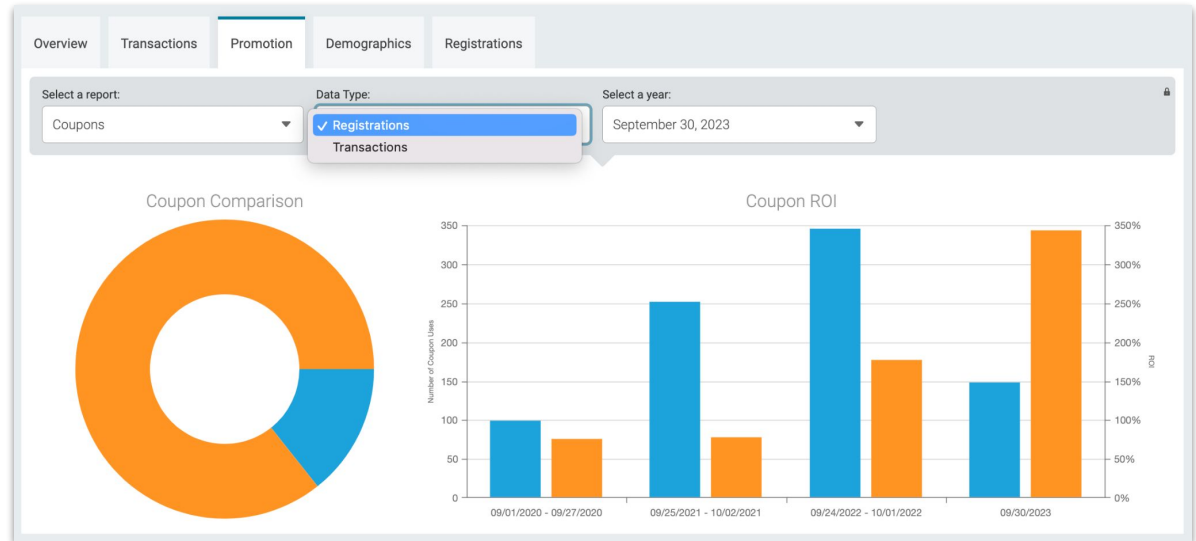
- Year
- ROI vs # referred registrations
- Refunds



# Dashboard Graphs

## Promotion - Coupons

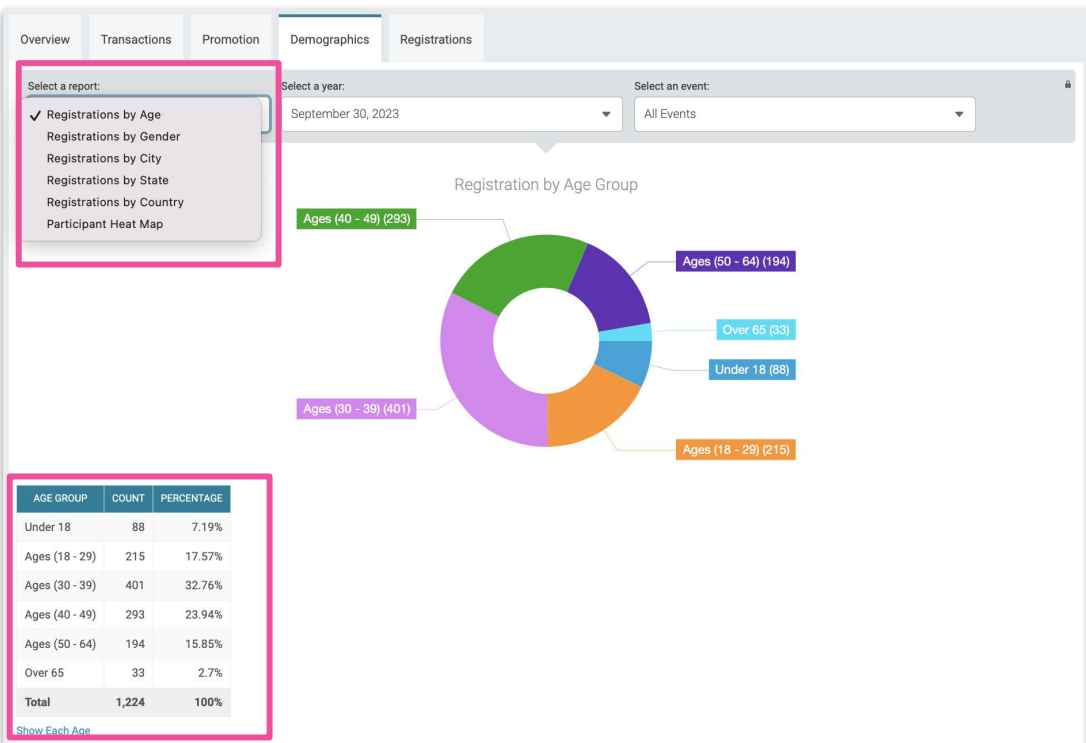
- Year
- Circle Charts
  - Transactions and Registrations
  - With or without coupons
- Registrations
  - ROI % (orange) vs Coupons used (blue)
- Transactions
  - ROI \$ (orange) vs Coupons used (blue)



# Dashboard Graphs

## Demographics

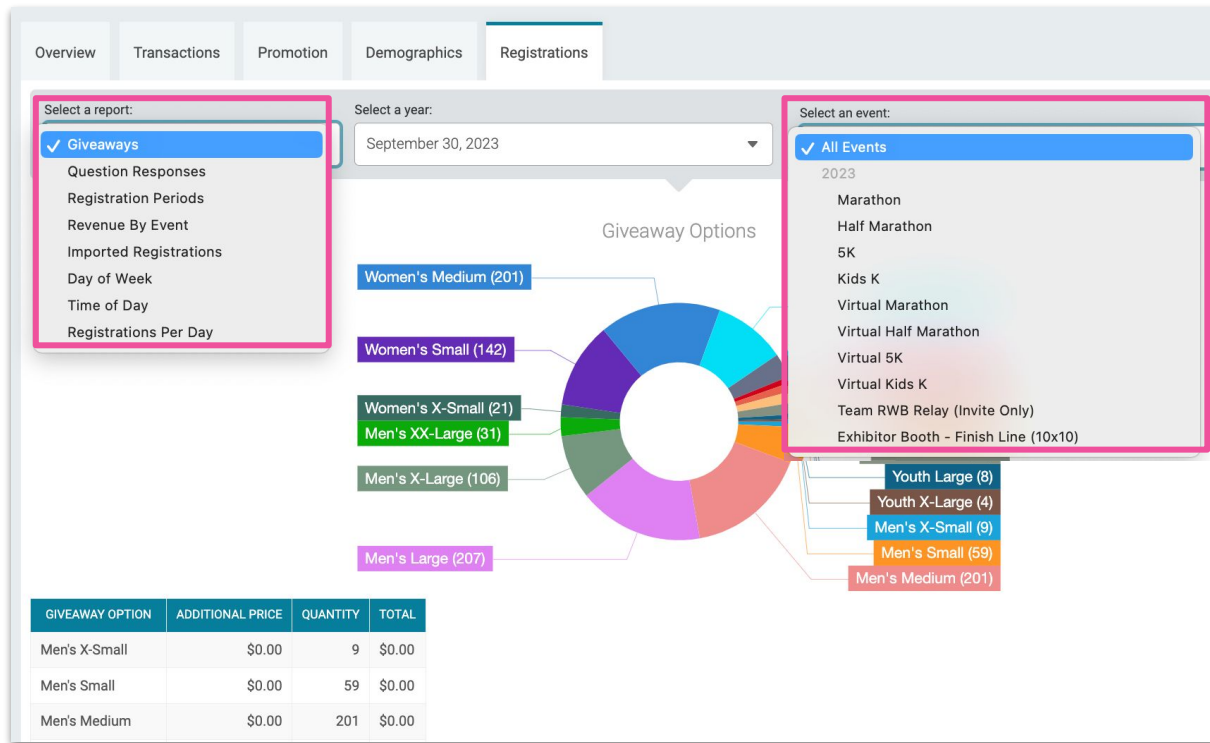
- Participant count
- Report by Age, Gender, City, State, Country
- Bonus report: Participant Heat Map
- Year
- All or specific events



# Dashboard Graphs

## Registrations

- Participant Count
- Report by Giveaways, Question Responses, Registration Periods, Revenue by Event, Imported Registrations, Day of Week, Time of Day, Registrations per day
- Year
- All or specific events





# DEMO TIME!



# Marketing Tools and Features

- Free Website
- Email V2
- Automated Emails
- Referrals
- Reserved Entries
- Source Tracking Codes
- Facebook Pixel & API
- Conversion + Google Analytics 4
- Social Sharing
- Donations + Fundraising
- Participant Insurance
- Registration Add-Ons + Store

The collage displays several key features of the RegShield platform:

- Automated Emails:** A dashboard showing three email campaigns: 'Incomplete Registrations' (prompting users to finish registration), 'Price Increase' (informing participants of an upcoming price increase), and 'Registration Followup' (reaching out with referral opportunities). A red arrow points to the 'Registration Followup' campaign.
- Small Share Image:** A section for creating social media sharing images, including a 'Choose your image' button and a preview of a marathon race photo.
- Protect my Purchase:** A section for purchasing RegShield insurance, listing various covered events like 'Accident & Illness', 'Travel Interruptions', and 'Family Emergencies'. A green button indicates 'Protect your purchase' is recommended.
- Marathon: Referral Refunds:** A settings page for managing referral refunds, showing a date/time selector (10/05/2023, 11:59 PM) and a refund amount of \$20.00.



# QUESTIONS?



# Thank You For Joining Us Today

*For more information, visit us online at:  
[givesignup.org](https://givesignup.org) • [runsignup.com](https://runsignup.com) • [ticketsignup.io](https://ticketsignup.io)*