

Future Demand

Predict what will happen. **Then change it.**

Discovery is the key to success in a world with fierce competition



+1000%

Concerts, events &
games



+20%

Weddings and family
events



+500%

Streaming & gaming

Why less is more - Paradox of Choice



24

Options

60%

tried

3%
purchased



6

Options

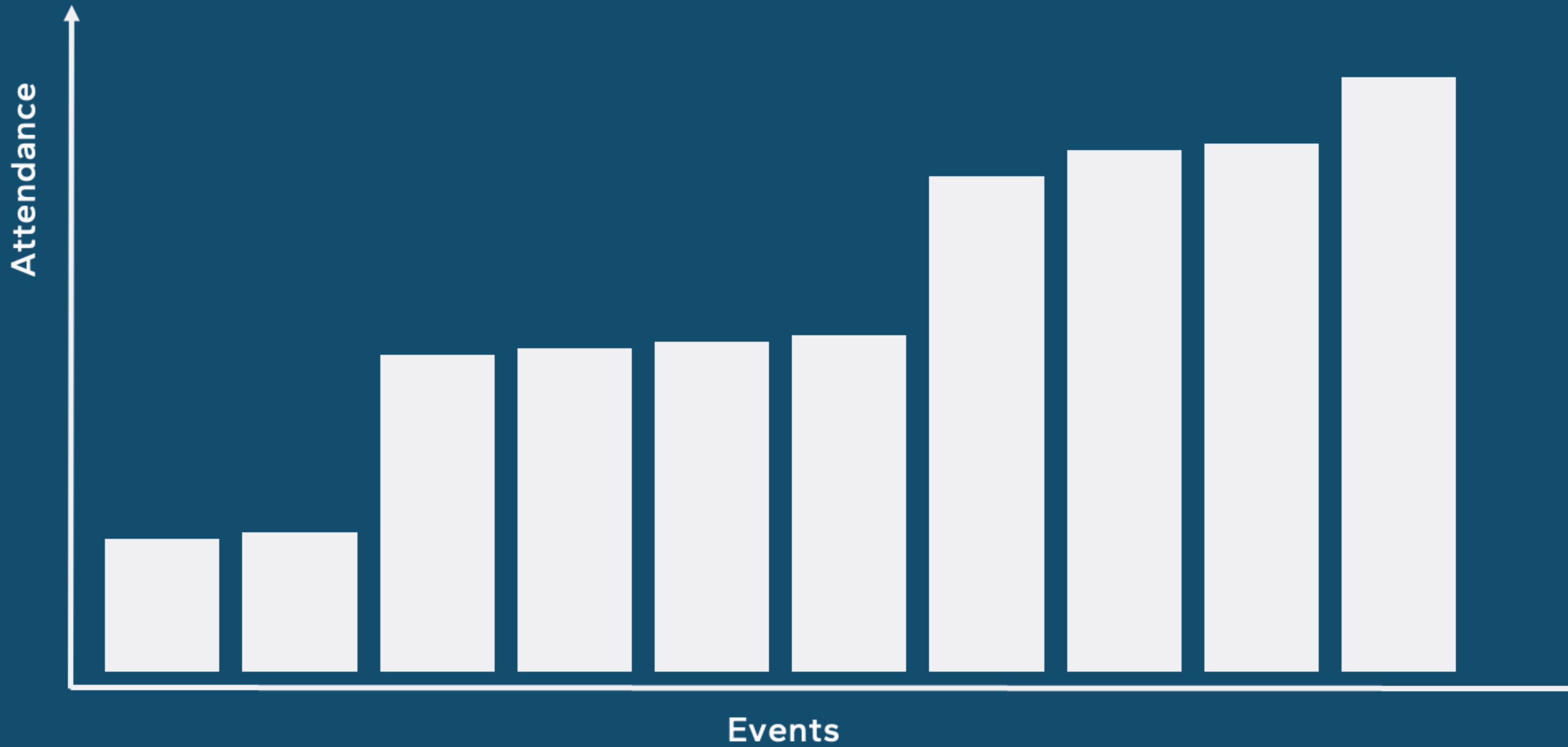
40%

tried

30%
purchased

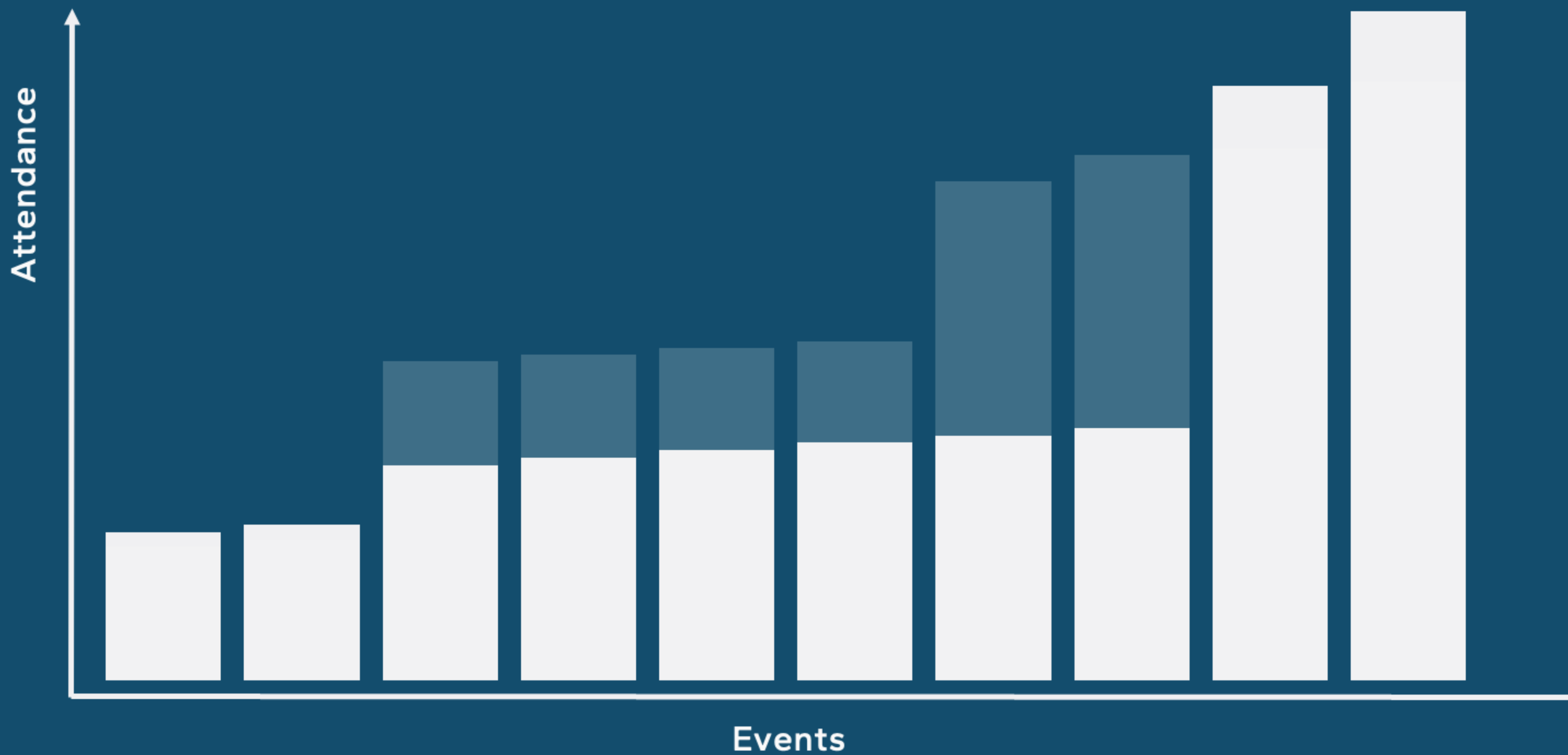
Audience behaviour has changed

Pre 2020



So must we!

Post 2021

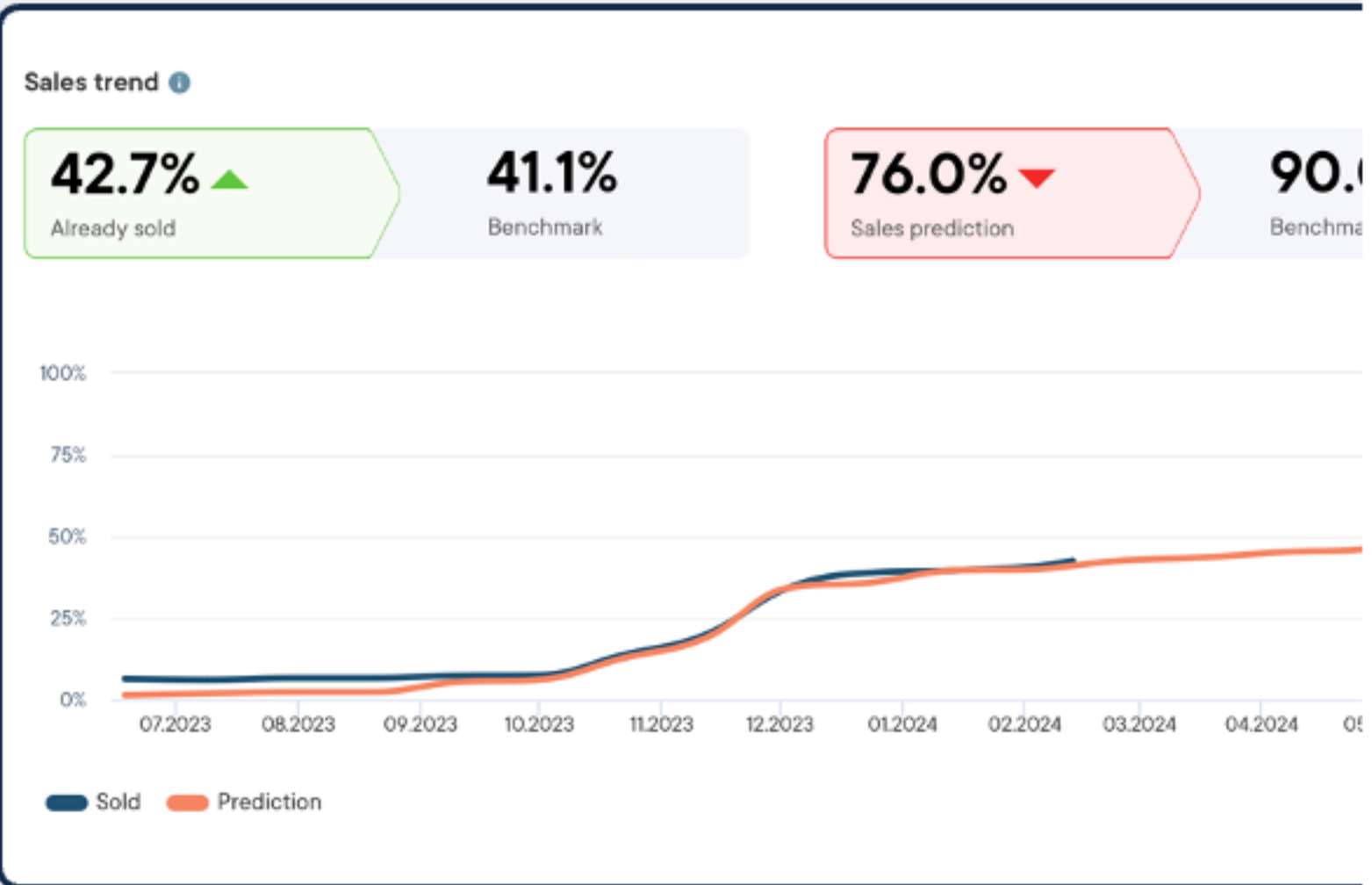


The future of ticket sales – powered by AI to make you better



Predict demand

Predict demand for your shows years in advance with industry-leading accuracy to reduce risk and optimize programming schedules.



Increase single ticket sales

Increase single ticket sales with outstanding social media campaigns in less than 15 minutes – thanks to AI generated content for you to review.

Goal

- Tickets: 86
- ROI: 7:1
- Impressions: 150,000

Budget

750 EUR

400 — 1,550

Budget: 750 EUR

Up to 3 Taste Clusters can be reached

Runtime

Start date	End date	Total days
13.02.2024	05.06.2024	113



Automate customer segmentation

Automate customer segmentation for email campaigns based on interest to become more efficient.

Topic recommendations

Comedian: Jerry Seinfeld | Comedian: David Williams | Era: 90s | Outdoor Event | Comedy | Modern | Open Air

Customer behaviour

- 258 EUR** Order value
- 150 EUR** Ticket price
- 2** Yearly visits
- 123** Days in...

Top events

- Concert 3
- Concert 2
- Concert 1

Million of data points to predict and drive behavior

Context insights

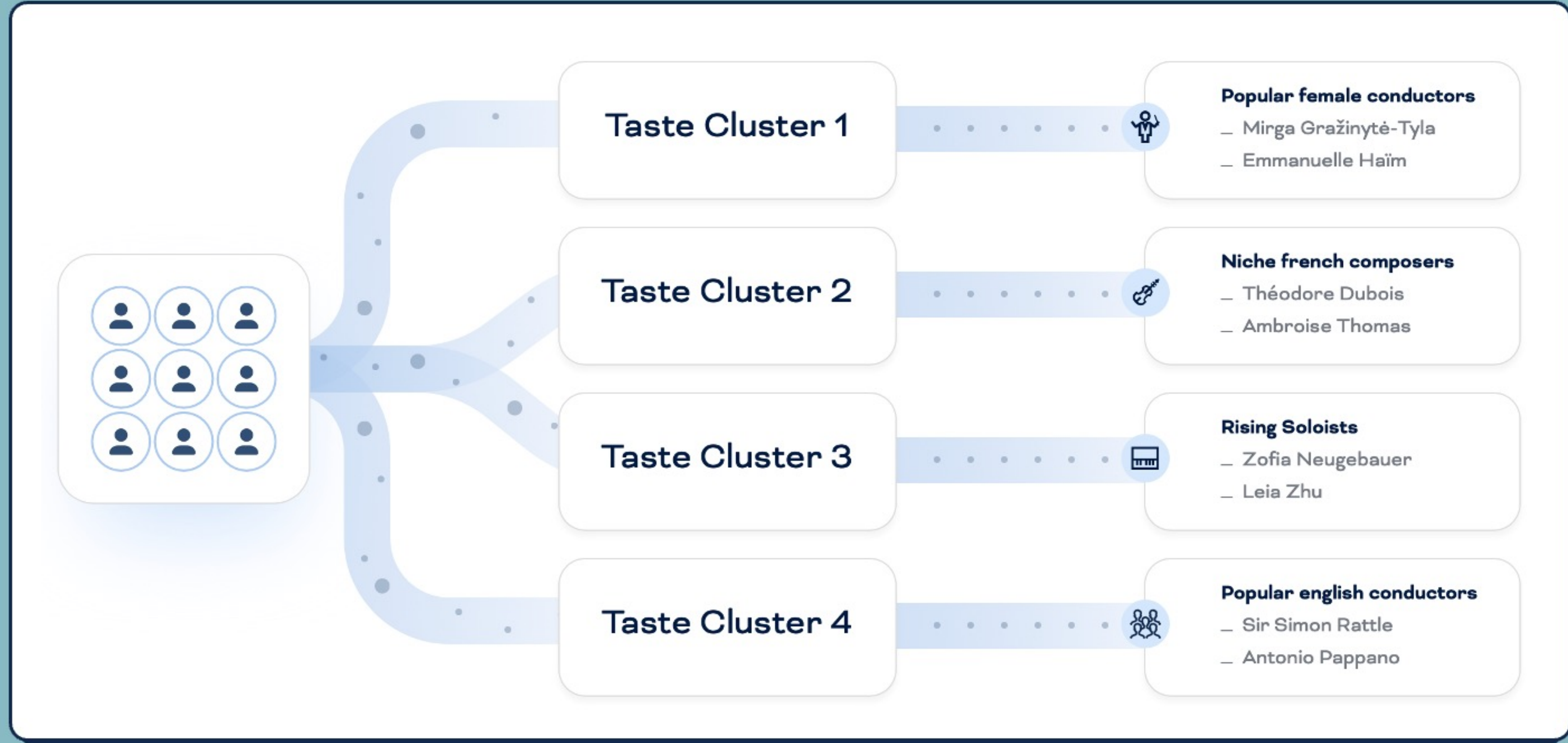
Future Demand's industry-specific AI analyses millions of data points to create detailed, unique profiles for each show, each containing over 1,000 characteristics.



Understanding interesting

Taste Cluster

Future Demand's Taste Cluster technology enables automated, interest-based customer segmentation. Address existing and potential customers with tailored messages.



Socio-demographic data does not deliver the necessary insights



King Charles III

1948	Year of Birth	1948
Male	Gender	Male
\$\$\$	Income	\$\$\$
London	Place of Living	London



Ozzy Osbourne

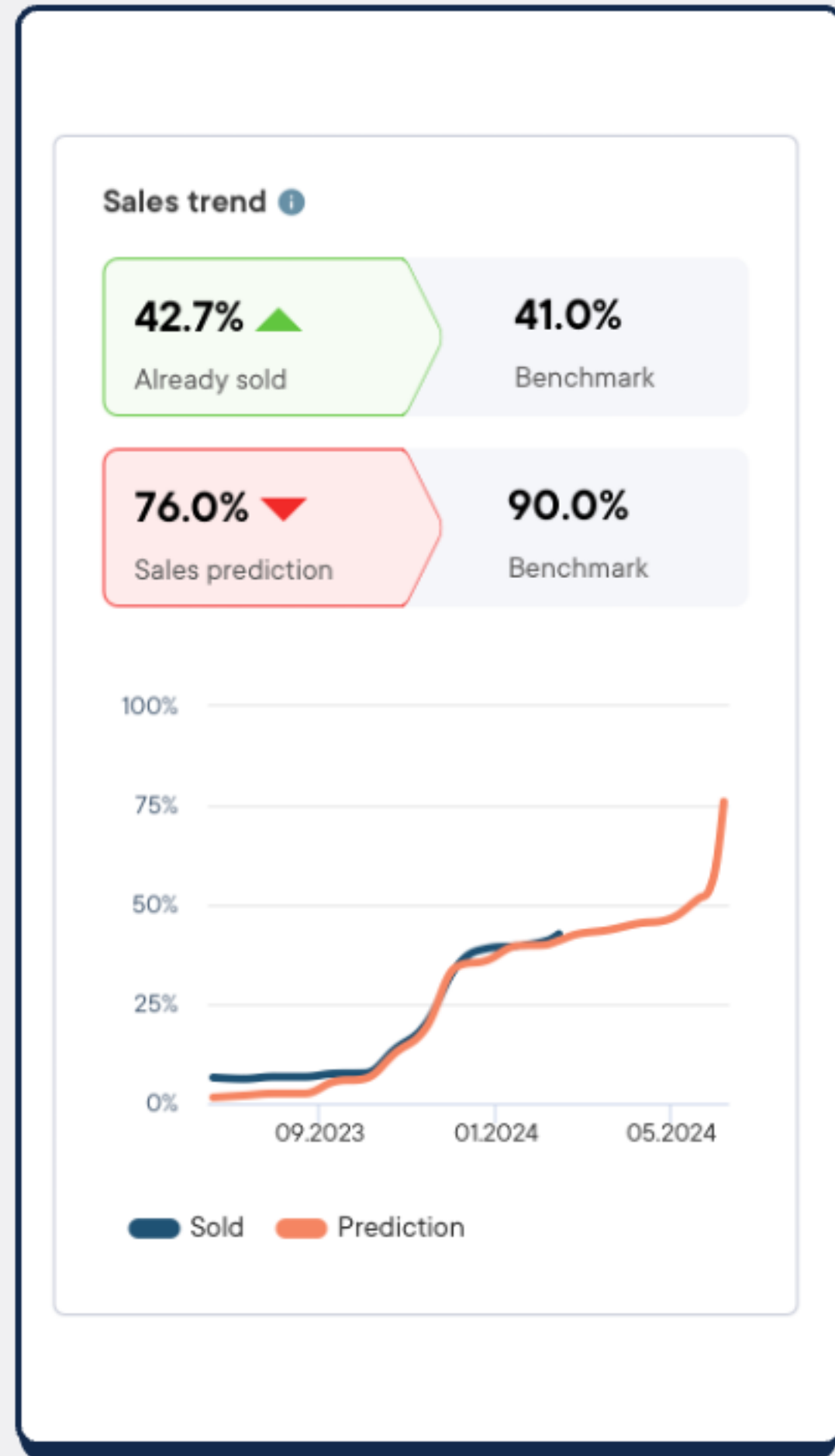
Only three steps
and 15 min to run
a social media
campaign



Assisted by AI

01

Identify additional potential for you event
or show in your local market



02

Finetune and approve budget, runtime
and campaign goal

Goal ⓘ

Tickets 520

ROI 7:1

Impressions 904.200

Budget ⓘ

4,521 EUR

400 2,800 5,200 7,600 10,000

Budget: 4,521 EUR

Up to 8 Taste Clusters can be reached

Runtime ⓘ

Start date

13.02.2024

End date

03

Prodivde content based on Topic
Recommendations or review CoCreate's
suggestions

Topic recommendations ⓘ

Samra Live Bra Musik

Let CoCreate suggest copy for your ads. You can review and adjust or create new versions as often as you like.

CoCreate ⓘ

Primary text ⓘ

Primary text 1 0/280 ⓘ

Primary text 2 0/280

Primary text 3 0/280

+ Add

FD does
everything else

Fully automated by AI

Targeting

Taste Cluster

Identifying which audiences are most likely to buy a ticket and why is key. FD's Taste Cluster technology identifies reasons to buy and automatically creates audiences to target on relevant advertising platforms.

Asset Testing

Hundreds of ads in seconds

Our system creates sophisticated test setups with up to hundreds of different versions of ads. These differences help us to test which headline, primary text, image, video or link works for which audiences for the best efficiency and impact.

Setup

Campaign Setup

There are over 700 parameters that can be set when setting up a campaign on Meta's ad platform. Setting up a complex campaign structure can take time. Our platforms automate this process so that you do not have to spend this time or know what the best setting for each parameter is.

Optimisation

Campaign Optimisation

Reviewing ads, audiences, assets and delivery over weeks can be time consuming. Our platform evaluates every ad every day and disables those that are underperforming. And if a campaign is underperforming, we automatically tweak or pause it to protect your budget.

Attribution

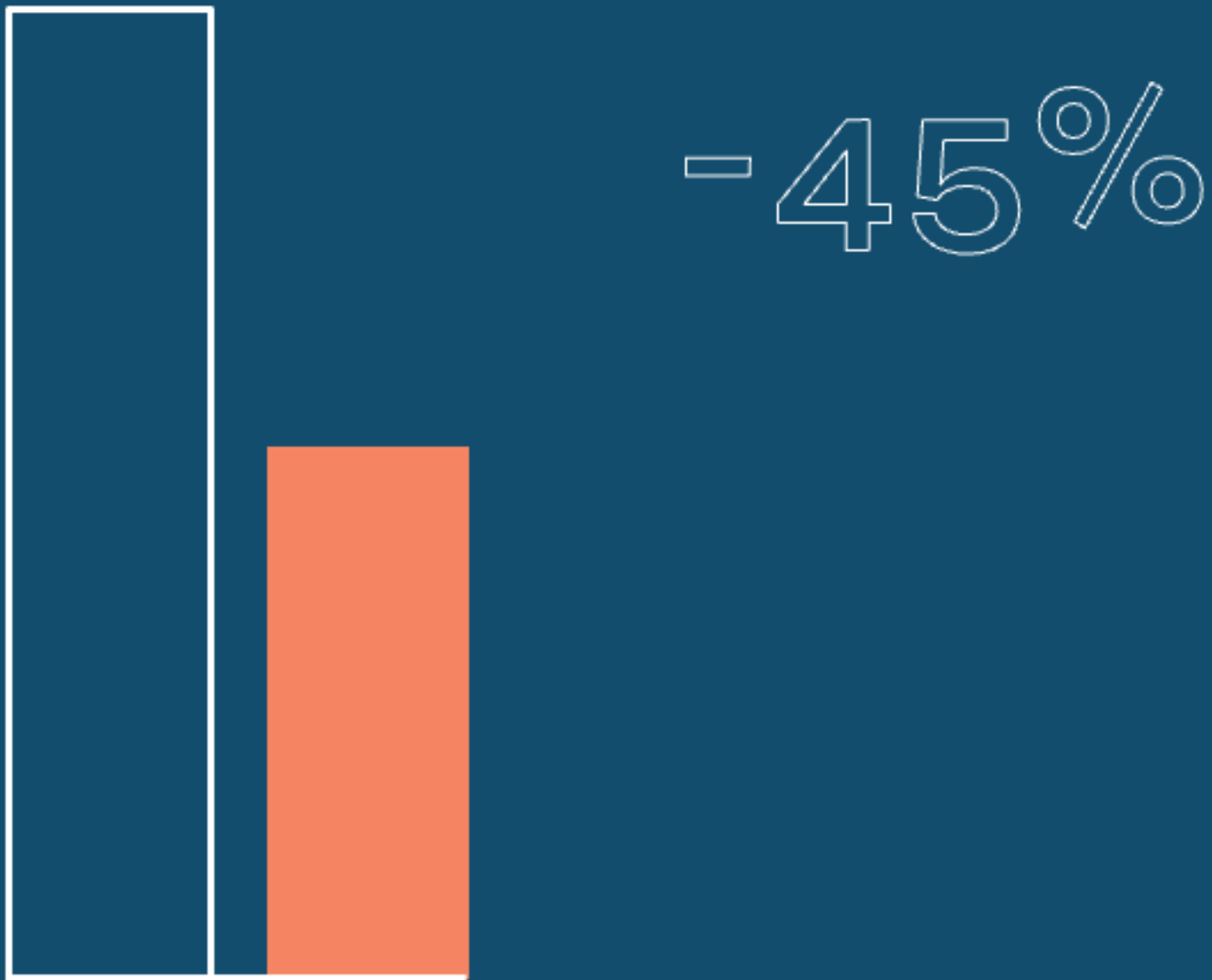
Campaign Attribution

What was the impact of your last campaign? How much incremental revenue did it generate? With Apple's ATT and et al, answering this question is much more complicated today. FD includes an industry-specific custom attribution model to calculate the impact of each campaign on sales.

Cheaper, faster, more efficient – just better

Cheaper

Monthly cost matter. Future Demand is 45% cheaper than external or internal resources.



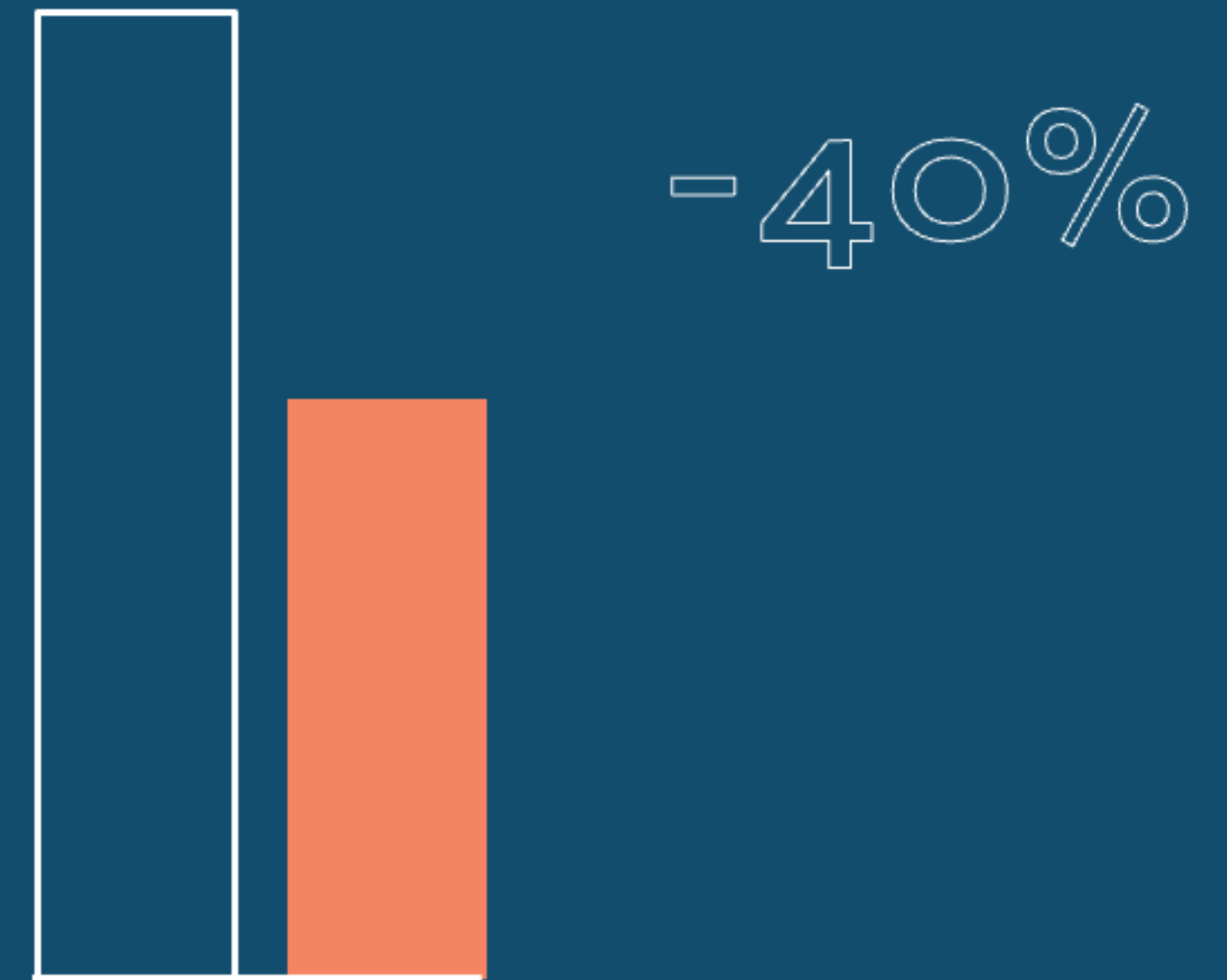
Faster

Future Demand's automation capabilities makes your team members up to 92% faster in campaign management. Giving them more time to focus on high value tasks.



More efficient

Marketing budgets are tight. How much you spend on each additional order is important. FD campaigns reach on average 40% lower cost per order results than industry benchmarks.



Join the



Hannes Tronsberg

tronsberg@future-demand.com

+1 405-768-5300



Disclaimer

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Future Demand GmbH

Köpenicker Str 145
10997 Berlin
Germany

+ 49 30 403 656 100
office@future-demand.com

Sitz der Gesellschaft: Berlin
Registergericht: Amtsgericht Charlottenburg,
HRB 231043 B
Geschäftsführer: Hannes Tronsberg