Crash Course #5:
Understand a Listing's Performance

Every venue owner or admin with an EventUp listing can check the overall performance of any listing within their account. Being able to understand the performance of a listing provides an idea of how well a listing is being received by event planners.

Lesson No. 1:
Get a quick glance of your performance.

What is found in your EventUp performance?

- <u>Leads/Quote Request:</u> an event inquiry your listing receives from an event planner.
- <u>Impressions:</u> when your listing appears and is seen by an event planner in search results among other venue listings.
- <u>Page Views:</u> when your dedicated listing page is viewed by an event planner.
- <u>Average Response Time:</u> how quickly a venue responds to leads in the EventUp portal calculated in hours.

Leads	59
Impressions	9,093
Impressions (Last 30 Days)	387
Page Views	862
Avg. Response Time (Last 30 Days)	No responses sent
Monthly Breakdown	⌄

Page View ⟶ *Unique venue URL*

What counts toward a page view?

1 Blog posts   **2** Social media

3 Premium listing results

4 Direct search results   **5** Email promotions

<u>Click here</u> for a more detailed step-by-step guide on how to view a listing's performance.

Performance Factors

- Size of the market - how many potential event planners are there in the surrounding area of your venue affects how often your listing is viewed.
- The length of time your venue has been listed on EventUp.
- What premium package you are currently subscribed to - our packages offer different listing placement options.
- Listing optimization - how your listing compares and stands out among other listings in your market..

The process of a listing's performance.

Impressions > Page Views > Leads

Monthly Breakdown

Month	Leads	Impressions
2022-04-01/2022-01-01	0	470
2022-05-01/2022-01-01	1	572
2022-06-01/2022-01-01	0	426
2022-07-01/2022-01-01	0	466
2022-08-01/2022-01-01	2	453

Did you know you are able to look at the monthly breakdown of your statistics?

To learn more about EventUp Impressions, watch our video that goes into where to find the data and how to read it!

Our Optimization Checklist shows how to understand a listing's performance, potential listing issues, and how to make sure your listing is at its healthiest performance!

What to do if your listing is in 'poor' performance.

- Double-check that all available listing fields are filled out, accurate, and updated.
- Review your photos for their quality and if they display your venue space for event planners to see.
- Optimize your listing for Search Engine Optimization (SEO).