

## Price Tranches

Price tranches are a ticketing marketing feature in the Eventmaster system. As the name may suggest tranches are used as different ticket price levels that are set by the system. Start at a lower price and increase in intervals as the event draws closer.

Tranches can be used in 2 ways as follows:

- **By Date:** Tranches that are set in date intervals. You can have just one interval or several intervals.
- **By Quantity:** X number of ticket is X amount, then when the system reaches that quantity limit the price increases again. This can be configured in multiple ranges or in just 1 range. For example the first 100 tickets sold can be at that set price.

It is important to note that the price you set in the ticket type configuration should always be the highest and last price that will be set in the system. This is important because as your prices in the tranche increase the last price before the event won't have a price tranche it will just use the price that is set in the ticket type. This is also the safest method in the event that you make a mistake in the tranches, worst case scenario a customer is over charged and needs a refund.

Price Tranches are set in each Ticket Type in the **Tickets** section of the Event Editor.

### Setting a price tranche by Date:

The tranche name is only visible to you.

The ticket type name is what the participant will see when choosing their ticket type.

Tranch name: Tranch 1

Ticket type name: Marathon Entry

Text to appear on event page.

Tranch price (EUR): 40.00

Tranch conditions:  Dates Interval  Tickets quantity Interval

From date - to date: 10.09.2020 31.10.2020

Tranch is available between these dates

SAVE CANCEL

## Price Tranches

The system will ask you to populate the above information in order to setup the tranche. The dates that you set in the system are effective from the start date and full including the final date. I.e., in the example above this price tranche will expire at midnight on October 31st 2020. From November 1st onward there will be a different price. Click on **Save** to Continue

After your date related price tranches have been set in the event you will see them in the price tranches section as follows:

Price Tranches				
Name	Price	Date start	Date finish	Actions
Tranch 1	40.00 EUR	10.09.2020	31.10.2020	<a href="#">Edit</a> <a href="#">Delete</a>
Tranch 2	50.00 EUR	01.11.2020	30.11.2020	<a href="#">Edit</a> <a href="#">Delete</a>

[ADD PRICE TRANCH](#)

In this example after November 30th the ticket type will use the price that is set in the ticket type to set the ticket price. The progression of prices here then is 40 – 50 – 60 (Actual Ticket Price).

Ticket Type Type	PAID
Ticket Name	General 1
Available Quantity	2000 <a href="#">Advanced</a>
Tickets sold	0
Base Price	60.00
Eventmaster Fee	7%
Final Price	64.20 EUR

## Price Tranches

### Setting a price tranche by Quantity:

Tranches by quantity have a different setup than those by date. They are different mainly because they do not take account of the price that is set in the main ticket type itself.

You must setup a price tranche for each of the expected ranges in the event. It will change the price of the ticket type automatically as soon as the upper limit of tickets is sold.

Tranch name	<input type="text" value="Tranch 3"/>
Ticket type name	<input type="text" value="Half Marathon"/>
	Text to appear on event page.
Tranch price (EUR)	<input type="text" value="20.00"/>
Tranch conditions:	<input type="radio"/> Dates Interval <input checked="" type="radio"/> Tickets quantity Interval
Quantity From	<input type="text" value="0"/>
Quantity To	<input type="text" value="1000"/>
	<input type="radio"/> Don't show remaining quantity
	<input type="radio"/> Show full remaining quantity of ticket
	<input type="radio"/> Show remaining quantity when X tickets are remaining in that ticket type
	Tranch is available when sold tickets quantity are inside the interval
	<input type="button" value="SAVE"/> <input type="button" value="CANCEL"/>

In this example the first 1000 tickets for this ticket type will be sold at €20. You will need to add a new price tranche for each of the number intervals that are needed. If adding another tranche, this would then need to start at 1,001.

## Tickets - Additional Marketing Functionality

You can see also some additional configuration for price tranches. You don't need to set any of them, but you have the ability to set the following additional marketing features. These features can be used to show the customer purchasing a ticket that there are X amount of tickets remaining at this price – this model can often be seen to be used by Airline companies to encourage buying and can be very effective for annual sell-out events.

You can set them as follows:

1. Don't show remaining quantity – no display of remaining ticket at this price will be shown to the customer making a purchase
2. Show full remaining quantity of ticket – The customer making a purchase will see exactly how many tickets are remaining at that price
3. Show remaining quantity when X tickets are remaining in that ticket type – this one allows the function to be displayed as soon as a limited defined number of tickets are remaining. This is the most popular option.

Show remaining quantity when X tickets are remaining in that ticket type

Remaining

You will enter the quantity to show when that number is remaining in the ticket type. E.g., when there are 100 remaining