

From Ticket Sales to Predictable Promoter Performance

Unified insights that drive accurate forecasts and trusted renewals

Promoters lack a shared, forward-looking view of event performance. Data sits across ticketing, finance, and contracts, forcing manual reconciliation and creating inconsistent forecasts. Renewal conversations become reactive, numbers are debated, and teams spend more time validating data than improving outcomes.

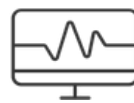
What's holding you back

- Performance data scattered across systems and spreadsheets
- Inconsistent metric definitions across finance and ticketing
- No audit trail for settlement logic
- Forecasts treated as static instead of iterative
- Dashboards not aligned to renewal workflows

What success looks like

- › Shared, trusted performance metrics
- › Improving forecast accuracy across events
- › Fewer settlement disputes
- › Earlier and smoother renewal conversations
- › Self-service insights instead of manual reporting

How evolV helps



Builds a governed semantic layer for **standardized financial metrics**



Aligns reconciliation logic to contract terms with internal/promoter views



Embeds iterative forecast tuning tied to historical performance

Why evolV?

- **Proven frameworks** for financial transparency
- **Deep experience** aligning ticketing, finance, and contract workflows
- **Strong governance** to reduce disputes and rebuild trust
- **Forecasting models tuned** for real-world promoter behavior