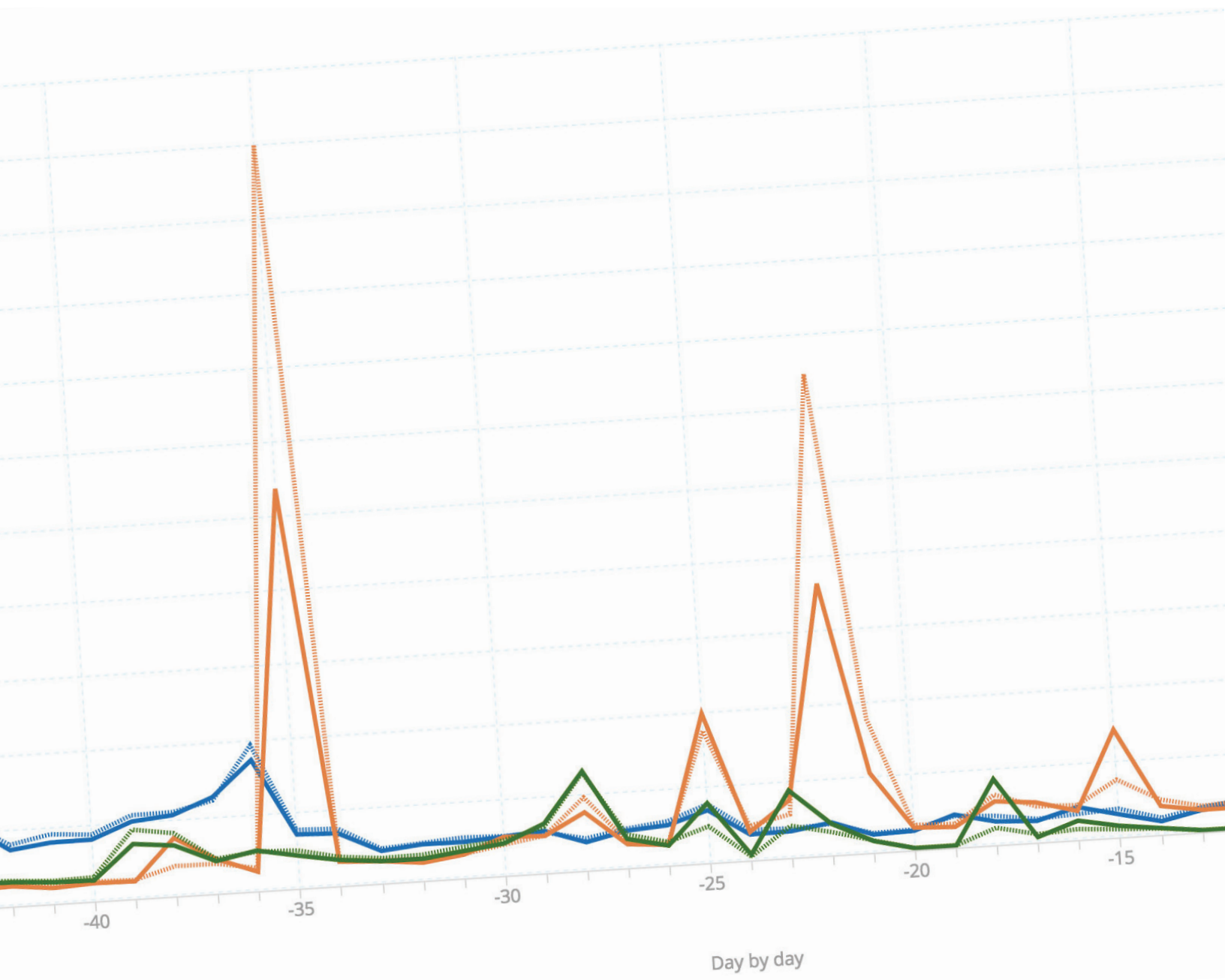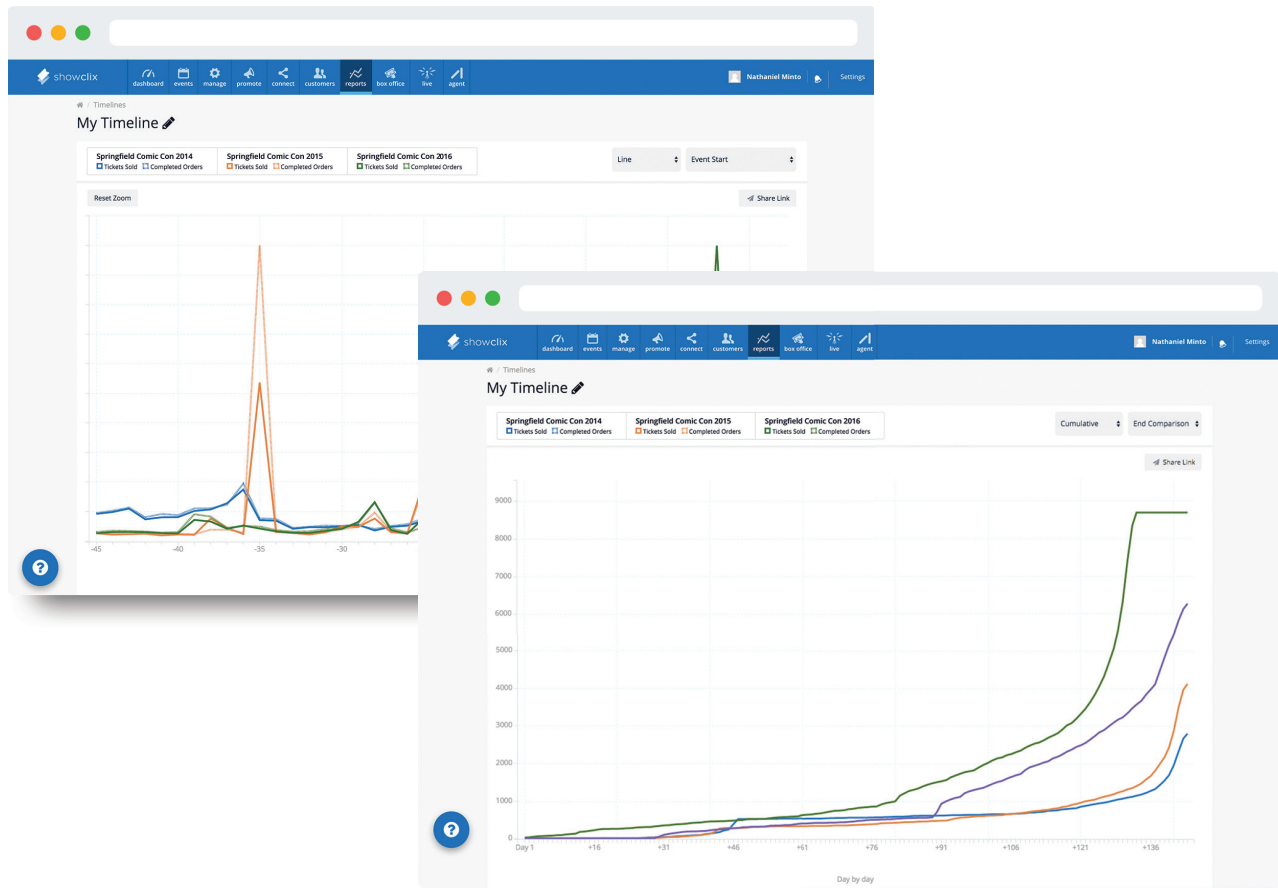# TIMELINES
USER GUIDE

1-888-718-4253   showclix.com/ticketing

Day by day

Welcome to Timelines!

A timeline is a data visualization representing your ticket sales, pageviews, or other datasets you select. The Timelines feature can stack multiple timelines, allowing you to compare trends across several events or different types of data.

The following guide is split into two sections:

1. **Getting Started.** First, we'll take a look at how to get started and build a new timeline.
2. **Timelines and Datasets FAQ.** The remainder of the guide will focus on the types of timelines you can build.

1. SELECT WHAT YOU WANT TO SEE IN YOUR TIMELINE

CREATE A NEW TIMELINE

Visit the **Reports** section and click **Timelines** in the left sidebar.

Click **Create Timeline**.
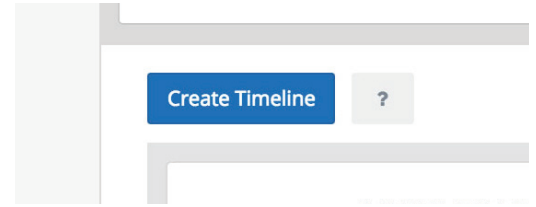
SELECT YOUR EVENTS

Click **Add Events** to open the event selection menu

Scroll through the list or use the search field to find the events you want to add to the timeline.

- Click **Select** on an event to add it.

- For event series, you can click **Select All**, or you can click **Select Events (#)** to open and select from all sub-events within that series.
  (Note: You may only select up to eight events.)
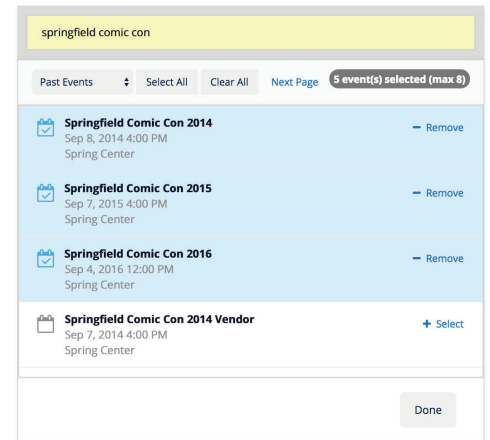
Click **Done** to complete your selection.

SELECT YOUR DATASETS

After you have selected at least one event, you'll see a list of possible datasets.

Click the checkbox for any datasets you want to add to the timeline.

Click More Datasets to see a full list of available datasets.

- For a complete explanation of what each of these datasets represents, see our **Timelines and Datasets FAQ**.

Click **Continue** to move on to the next step.

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# 2. DETERMINE HOW YOU WANT TO SEE YOUR TIMELINE

SELECT VISUALIZATION TYPE

In the second step of the timeline setup, click a radio button to see more information about that visualization type.

Once you've selected your visualization, click Build Timeline to complete your setup.

Your timeline will take a few seconds to load, depending on how many events and datasets you selected
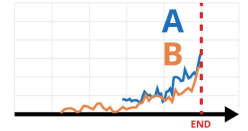
3. EXPLORE YOUR TIMELINE

MOUSE OVER THE TIMELINES FOR MORE INFO

When your full timeline loads, you'll see each of your individual event timelines represented with lines of varying color and shape.

Move your cursor over the graph. A tooltip will load with detailed info about that date for each event and dataset, including:

- The date/time of each event. (Note that this will vary per event for relative timelines.)

- Totals per dataset for that timeframe. Depending on the size of the intervals, these could represent totals for the selected day, hour, etc.

Click an event in the top menu to hide it from the view. You can click the event again to redisplay that event's timelines.
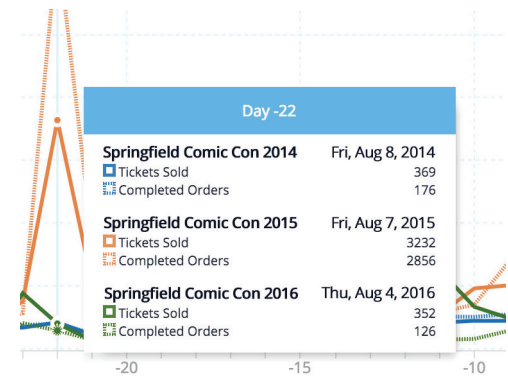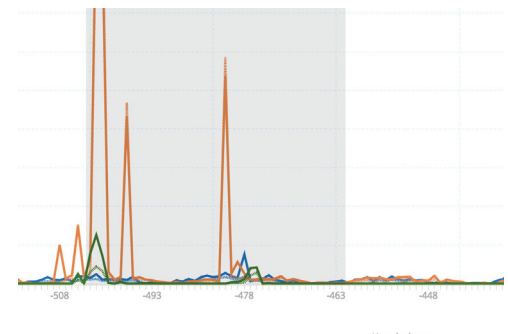
ZOOM IN TO VIEW DEEPER GRANULARITY

By default, the main timeline will accommodate the entire range of the data you have selected.

Click and drag horizontally across a section of the timeline to zoom in. The timeline will refresh and display only the timeframe you have selected.

Click **Reset Zoom** to return to your initial view.

4. SAVE AND SHARE YOUR TIMELINE

ENTER A TITLE

Click **Untitled Timeline** next to the pencil icon.

Enter a name for you timeline to save it for future reference.

Any additional activity that takes place for the events you've selected will be displayed when your timeline is reopened and refreshed.
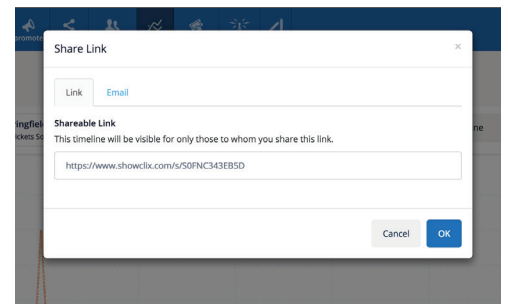
SHARE YOUR TIMELINE

Click **Share Link**.

Now you have two options to share a link to your timeline with others. Sharing this link will make the timeline available with limited interactivity for others in your organization, as well as anyone to whom you send the link.

- Copy and paste the URL in the **Shareable Link** field.

- Click the **Email** tab and enter an email address to send an email with a link to your timeline.
  *(Note: Visitors who have ShowClix accounts and **are not part of your organization** may be required to sign out to view your timeline. All visitors outside your organization will be able to view your timeline, but they will not be able to view any other information in your account or edit your timeline. Your timeline will only be accessible through your link.)*

TIMELINES: ALIGNMENTS

When building a timeline, you'll select an alignment, which primarily determines the shared y-axis or endpoint for each event's datasets.

There are five options for viewing your timelines, broken into two primary styles:

- Most of the options display relative timelines, which align similar moments across all selected events. Then, when you view the timeline, you can compare trends across similar intervals for all events.

  - In other words, the y-axis might represent each event's first ticket sale or the on-sale date, and each subsequent interval would represent Day 1, Day 2, etc. from those dates.

  - These options are most useful when selecting multiple events.

- The **Full Calendar (No Alignment)** option is an absolute timeline. In short, this means that the x-axis simply represents a standard chronology, just like looking at a calendar. Each interval will represent the same day, hour, etc.
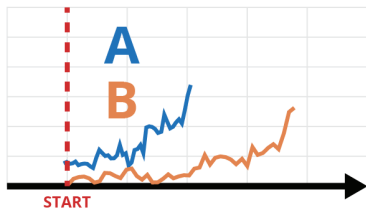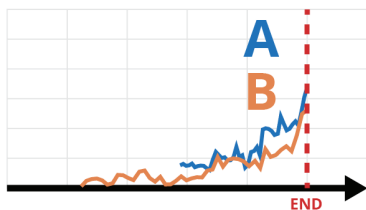

First Ticket Sale. The date/time of the very first ticket sold for the event. Includes all presales and test sales.
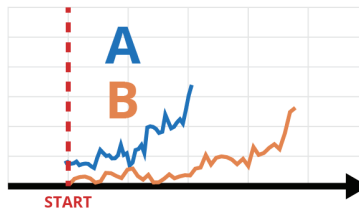
Sales Open. The date/time when tickets were made available to the public. Does not include presales.
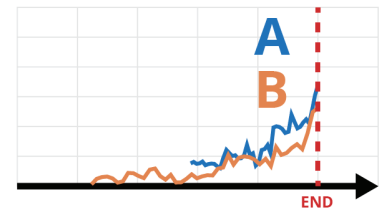
Sales Close. The date/time when ticket sales were no longer available. May not include tickets sold at the box office after primary sales have closed.

Event Start. The date/time when the event starts. Does not include tickets sold after the event start time.

Full Calendar (No Alignment). The complete sales cycle for all selected

TIMELINES: DATASETS

Each dataset is represented by one line in your overall timeline. Read below for more details about each of the available datasets.

- **Ticket Revenue.** Financial income from ticket sales. (Revenue includes amount after discounts, comps, as well as the adjusted value of bundled tickets. Does not include fees and does not subtract refunded tickets.)

- **Tickets Sold.** Number of active tickets sold.

- **Completed Orders.** Number of orders that have been completed. Does not include canceled orders.

- **Product Revenue.** Financial income from product sales. (Revenue includes amount paid for products, e.g., the adjusted value of a product sold within a bundle. Does not include fees and does not subtract refunded products.)

- **Products Sold.** Number of products sold. Does not include voided product sales.

- **Void Tickets.** Number of canceled tickets.

- **Void Products.** Number of canceled product sales.

- **Gross Ticket Refunds.** Financial amount paid out for refunded orders. Does not include chargebacks. Applied on the date of the refund, not the order.

- **Ticket Refunds.** Number of tickets refunded. (May differ from number of void tickets.)

- **Product Refunds.** Number of products refunded. (May differ from number of void products.)

- **Ticket Revenue Less Refunds.** Financial income from ticket sales. (Revenue includes amount after discounts, comps, as well as the adjusted value of bundled tickets. Does not include fees.)

- **Product Revenue Less Refunds.** Financial income from product sales. (Revenue includes amount paid for products, e.g., the adjusted value of a product sold within a bundle. Does not include fees.)