

clearseat

Transparent pricing recommendations
to maximize your single game inventory

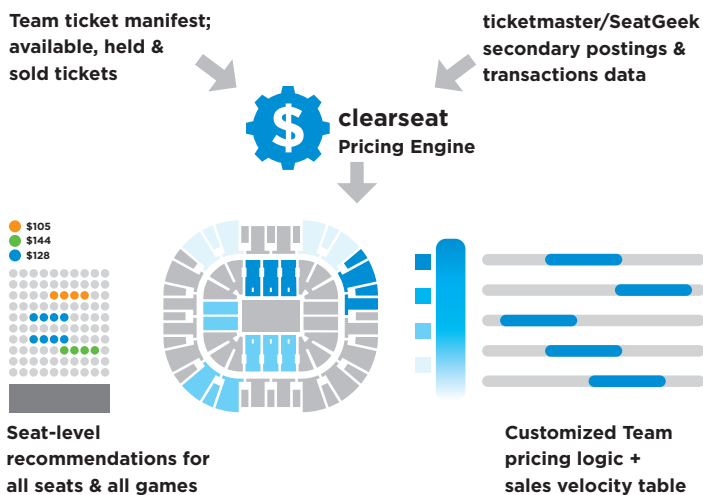
Product Overview

clearseat is a dynamic ticket pricing software powered by the secondary market, sales velocity, and transparent logic driven by your ticketing team.

clearseat was built to maximize the yield of a club's single game inventory. It prices according to two different use cases: initial release/playoff on-sales & games that have a strong secondary market. This helps a team to both set the secondary market and capture the majority of the value generated from a strong secondary market.

Value Proposition

- Maximize the value of single game inventory and crucial on-sale opportunities
- Scale & automation: automatically price every seat for every game and free up your staff to focus on other high value projects
- Actionable recommendations: no need to trust proprietary models or black box algorithms



Product Features

- Transparent recommendations—each price change comes with exact reasoning as to why
- Recommendations powered by real-time secondary ticketing market data
- Pricing logic customized based on your expertise, market, and objectives
- Deployed within your existing software stack and optimized for easy implementation in Archtics
- Provides recommendations for on-sales based on sales velocity

About Us

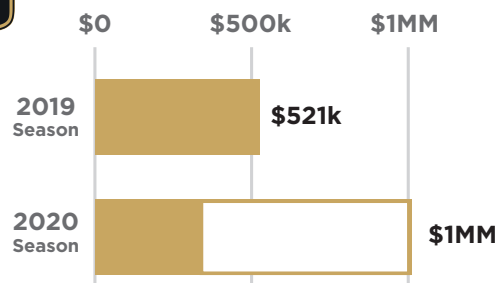
clearseat was born organically through close collaboration with leading sports teams. Our “why” is building software that empowers sports organizations by scaling their knowledge and expertise to maximize revenue and transparency while minimizing operational lift. We believe in clear box solutions that allow teams to not just make revenue maximizing decisions, but understand why those decisions are revenue maximizing.

L AFC Case Study

After installing clearseat midway through the '19 season, LAFC realized \$521k in accretive revenue by using clearseat for their regular season games and playoff on-sale. Before the pause of the '20 season, LAFC was on track to net over \$1M in accretive revenue due to clearseat.



L AFC with clearseat



Zero-risk Pricing

Our revenue model is based on how much revenue we can make you—we will only charge a nominal percentage of the revenue we generate for you. No fees or risk.

Historical Simulation

To begin the process and show the value of the software, we will use your historical data to simulate how clearseat would have altered your pricing and revenue in past seasons. Simulation setup and implementation is a low friction process.

Email clearseat@gainsgroup.com to discuss how to begin the simulation process with your data.

