



# Miten tehostaa markkinointia mittaamisen ja teknologian avulla?



# Lippu.fi:n digitoimisto

Lippu.fi:llä on oma tapahtumien markkinointiin erikoistunut digitoimisto, mihin kuuluu 10 digitaalisen markkinoinnin ja tapahtuma-alan ammattilaista.

## MIKSI TAPAHTUMA-ALAN DIGITOIMISTO?

1. Lipunostajadata
2. Myyntien mittaus
3. Toimialosaaminen

**MEILLÄ ON TAPAHTUMAJÄRJESTÄJIEN KANSSA SAMA TAVOITE –  
MYYDÄ ENEMMÄN LIPPUJA!**

# Lippu.fi data

**15 milj.**

Käyntiä  
verkkokaupassamme  
vuosittain

**4,8 milj.**

Tunnistettua  
DMP selainta

**2,2 milj.**

rekisteröitynyttä  
asiakasta

**700 000**

uutiskirjeen  
tilaajaa

**160 000**

Ladattua Lippu.fi  
mobiilisovellusta

A large crowd of people is gathered at a festival during sunset. In the foreground, a woman wearing a straw hat and a striped tank top is being carried on the shoulders of another person. She has her arms raised in the air. The background is filled with many other people, some holding flags, and the sun is low on the horizon, creating a warm, golden glow. A dark rectangular box is overlaid on the right side of the image, containing the text 'Mittaaminen' in white.


# Mittaaminen



# Mittaaminen

## ALUN HAASTEET


- Meidän toimialalle ei aiempia benchmarkeja
- Pikselit, parametrit, tagit etc.
- Mitä mitataan ja miten?

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# Mittaaminen Datan hyödyntäminen

A large crowd of people is gathered at a festival during sunset. In the foreground, a woman wearing a straw hat and a striped tank top is being carried on the shoulders of another person. She has her arms raised in the air. The background is filled with many other people, some holding flags, and the sun is low on the horizon, creating a warm, golden glow. A dark semi-transparent box is overlaid on the right side of the image, containing white text.

# Mittaaminen Datan hyödyntäminen Näkyvyys tekemiseen

A large crowd of people is gathered at a festival during sunset. In the foreground, a woman wearing a straw hat and a striped tank top is being carried on the shoulders of another person. She has her arms raised in the air. The background is filled with many other people, some holding flags, and the sun is low on the horizon, creating a warm, golden glow. A dark semi-transparent box is overlaid on the right side of the image, containing white text.

**Mittaaminen  
Datan hyödyntäminen  
Näkyvyys tekemiseen  
Ajankäyttö**



A large crowd of people is gathered at an outdoor event during sunset. In the foreground, a woman wearing a straw hat and a striped tank top is being carried on the shoulders of another person. She has her arms raised in the air. The background is filled with many other people, some holding flags, creating a festive atmosphere. The sky is a mix of orange, yellow, and blue.

## Lippu.fi digitoimiston opit:

- Tarpeiden kartoitus
- Yhteistyö
- Mittaa sitä mikä merkitsee
- Testaa rohkeasti
- Vältä laastariratkaisuja



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