ACTIVEworks

Product Release Notes for ACTIVEWorks Endurance – Sep 6, 2017
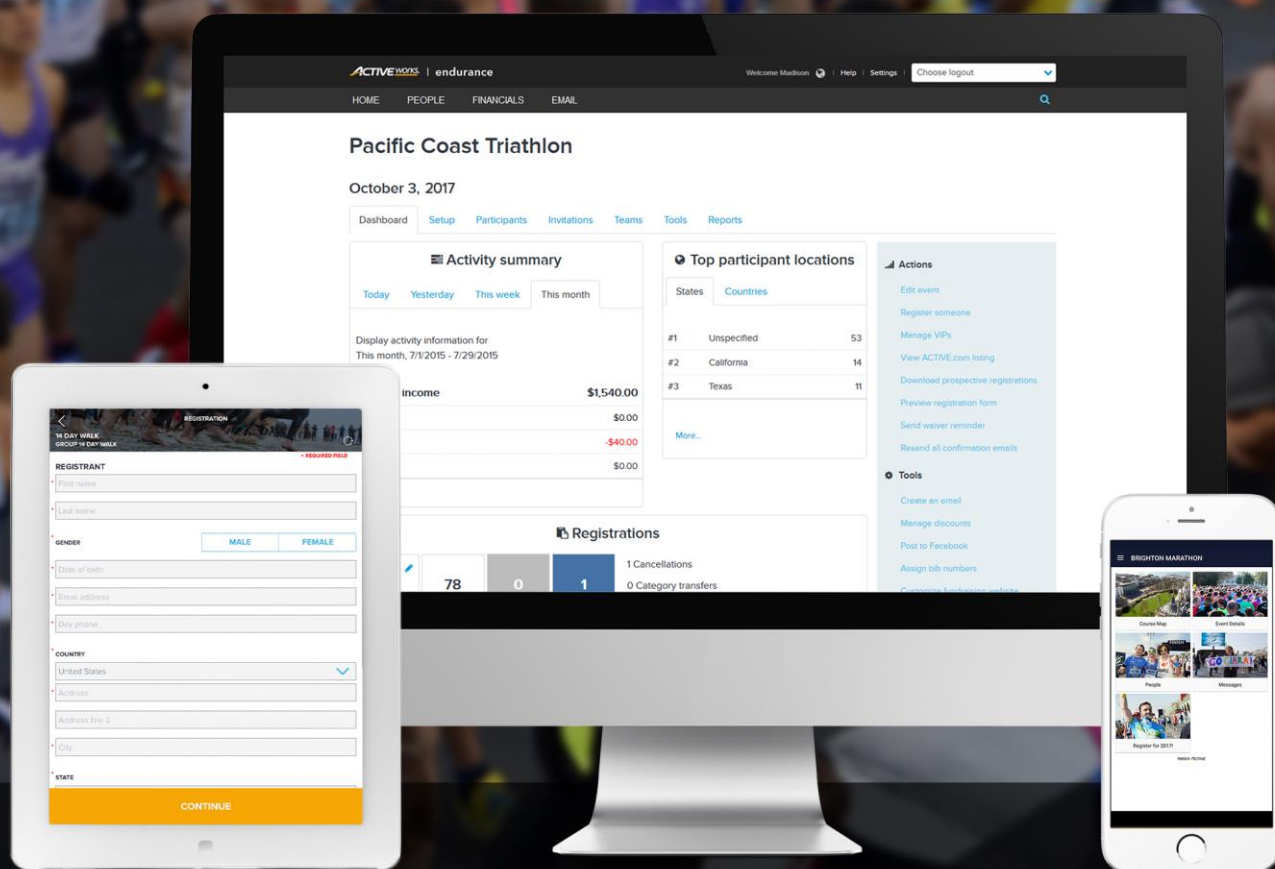
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New Email Tool Enhancements

Organizers using the new email tool can now review the effectiveness of the click-through links in their emails and customize their emails with more objects.

QR codes in emails

To engage and facilitate more mobile users, organizers can now insert registration QR codes in their emails.

Email recipients can scan the QR code to acquire their registration ID, and save it for use on the day of the event.

Email address hyperlinked buttons

Organizers can now link a button in an email to an email address. Recipients can click the button to directly send an email to the configured address.
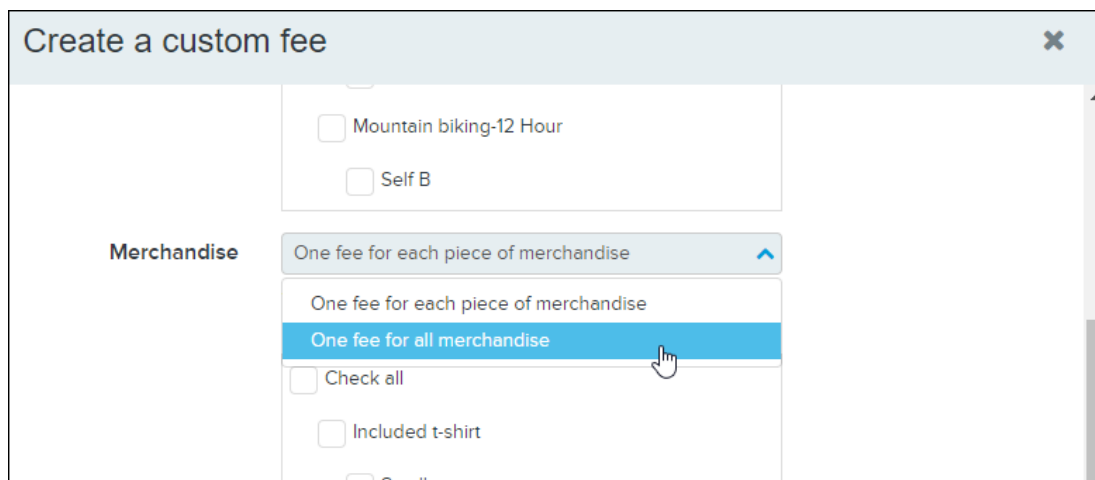

Single or Multiple Merchandise surcharges

Organizers can now charge merchandise surcharges either once for all merchandise items or once for each merchandise item.

For example, if a surcharge is applied to 10 merchandise items:

- When organizers set one surcharge for all merchandise items, the participant pays the surcharge only once, no matter how many of the 10 merchandise items are purchased.
- When organizers set one surcharge for each merchandise item, the participant pays the surcharge for each individual item purchased from the 10 merchandise items.

Organizers can now better tailor their merchandise surcharging to their business strategy.

Engagement data for Google Analytics

Tracking registrants' engagement during the registration process helps you analyze their intention or interest before they complete or abandon the registration.

In this release, ActiveWorks Endurance provides customers with abundant data points from the registration process for analysis in Google Analytics. The data points cover information on the user, page, event categories and price types, merchandise items, etc.

To access Engagement data for Google Analytics, please contact your Account Manager.

ACTIVE Network, LLC

About ACTIVE Network, LLC

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit ACTIVEnetwork.com.

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