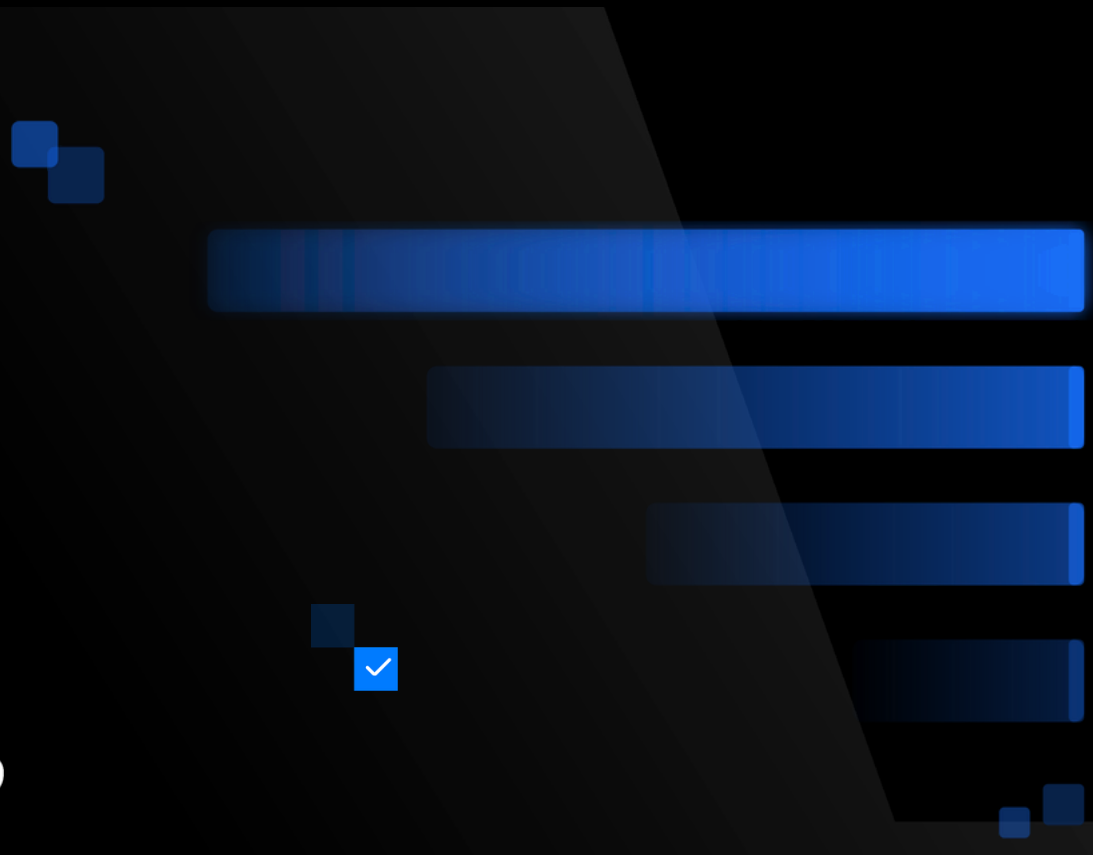
Event Data Lab Report #02

# Registration Completion Declines as Ticket Options Increase

*Data-backed benchmarks from real-world events*



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# Executive Summary

This report examines how the number of ticket options available during registration relates to registration completion rates, based on aggregated data from live events hosted over a two-year period.

These benchmarks are intended to help event teams understand how ticket configuration choices affect the registration experience, and to identify when completion performance deviates meaningfully from typical patterns.

## KEY FINDINGS INCLUDE:

- Events with a single ticket option achieve a median registration completion rate of ~93%, compared to ~83% for events offering 11 or more ticket types. This ~10 percentage point gap is consistent across event sizes.

- The steepest decline in completion occurs between one and three ticket options, where the median drops approximately 4-5 percentage points. Beyond three options, additional ticket types continue to reduce completion, but more gradually.

- The proportion of events achieving 90% or higher completion falls from 58% (single ticket) to 36% (11+ tickets), indicating that ticket complexity disproportionately affects events already experiencing friction.

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- Variability within each ticket-count group exceeds the differences between groups, reinforcing that registration flow design and execution matter more than any single configuration variable.

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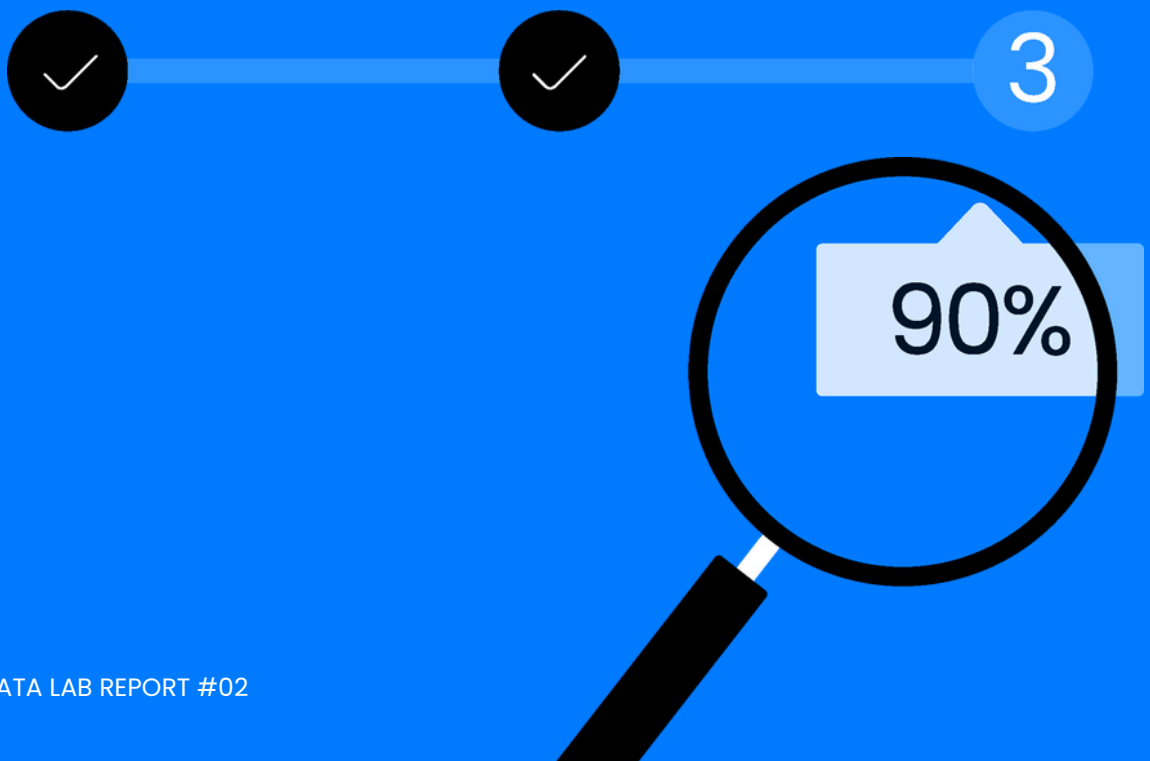
These benchmarks are intended to help event teams evaluate the effectiveness of their registration experience and identify when performance deviates meaningfully from typical patterns.

# About the Event Data Lab

The **Event Data Lab** is an ongoing research initiative focused on analyzing real-world event performance using aggregated and anonymized data. Reports published under the Event Data Lab aim to surface empirical benchmarks and operational insights across registration, onsite operations, engagement, and ROI.



# Dataset Overview

## Scope

**3,600+ live events** analyzed over a two-year observation window.

Ticket configurations range from zero (no ticket selection step) to hundreds of ticket types

Events span a range of formats, sizes, and industries

Data aggregated and anonymized across live events

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## Exclusions

To ensure statistical stability and reduce noise:

- Test, sandbox, and internal events were excluded
- Events with very low registration volume were excluded

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## Anonymization

All data was aggregated and anonymized prior to analysis. No individual event, organization, or attendee can be identified from this report.

# Metric Definition

**Registration completion rate** is defined as the percentage of users who completed registration out of all users who initiated the registration process.

$$\text{Registration Completion Rate} = \frac{\text{Completed Registrations}}{\text{Completed Registrations + Incomplete Registrations}}$$

This metric measures conversion **within the registration flow**. It does not account for website traffic, marketing impressions, or users who viewed event pages without beginning registration.

# Metric Definition

**Ticket count** refers to the number of distinct ticket types visible to a registrant during the registration process. This includes all active ticket types regardless of pricing, availability, or access level. Events with zero tickets have no ticket selection step in the registration flow.

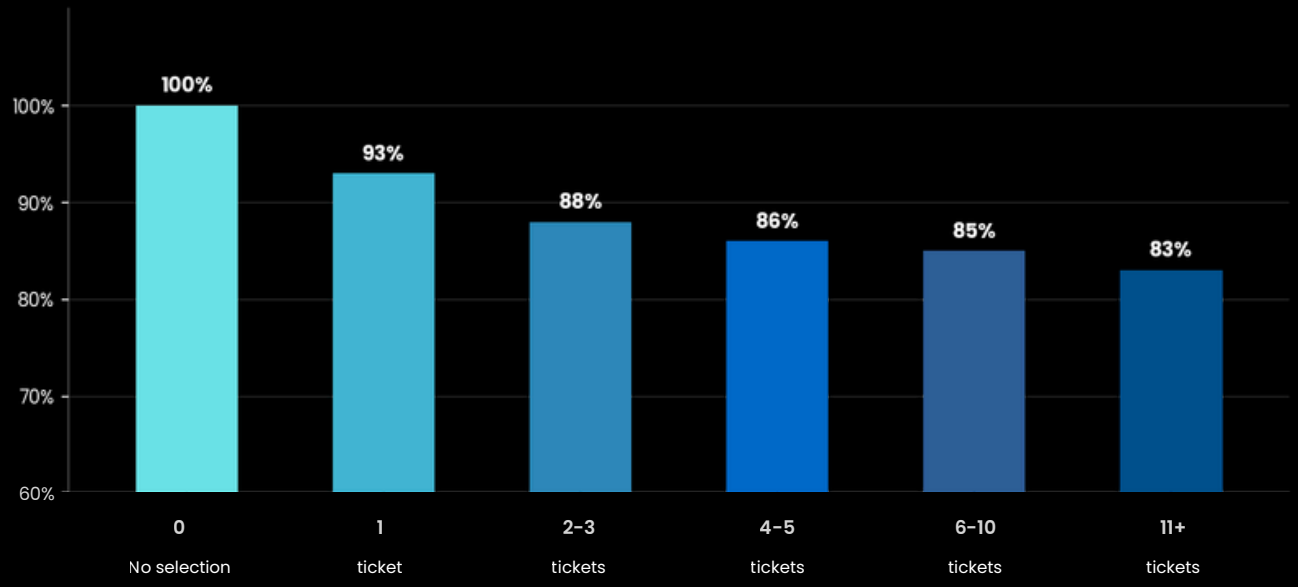
| | | |
|---|---|---|
| **Ticket Count** | = | Number of Active Ticket Types Visible to Registrant |

# Benchmark Results

## Registration Completion Rate by Ticket Count

**Median Registration Completion Rate by Ticket Count**

Based on 3,600+ live events




**Number of ticket types configured**

Median registration completion rate. Events with fewer than 10 registration and test events excluded.

Events with no ticket selection step serve as a baseline reference. These events achieve near-universal completion, indicating that the act of beginning registration is sufficient to predict completion when no additional decision points are introduced.

When registrants encounter even a single ticket option, median completion drops by approximately 7 percentage points. Introducing a second or third ticket option reduces the median by an additional 4-5 points. Beyond three ticket types, the pattern continues but flattens. The difference between offering 4-5 tickets and offering 11 or more is roughly 3 percentage points at the median

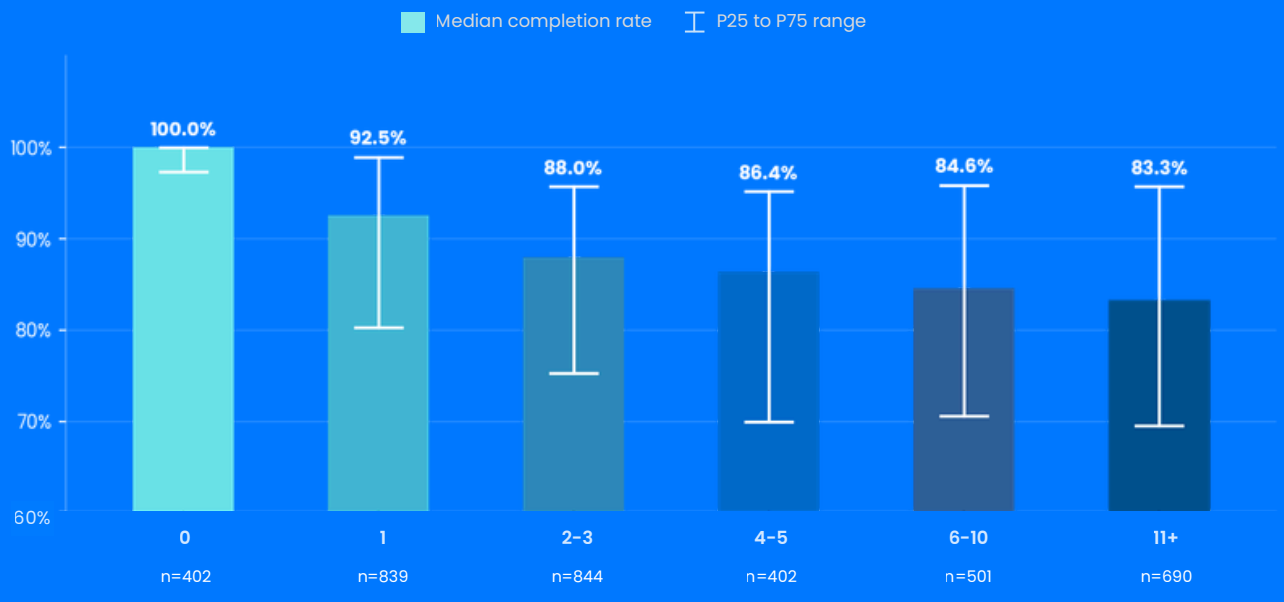
# Distribution and Variability

Across all ticket-count bands, median completion rates are materially higher than mean completion rates. This indicates that:

- Most events achieve relatively high registration completion regardless of ticket count
- A subset of events experience significant friction that disproportionately pulls down averages

**Registration Completion Rate by Ticket Count**

Median with interquartile range (P25 to P75)




**Number of ticket types configured**

Registration completion rate by number of ticket types configured. Test events and events with fewer than 10 registration excluded. Bars represent median; whiskers show interquartile range (P25 to P75)

# Distribution and Variability

The lower tail tells a sharper story than the median. At the 25th percentile, completion drops from ~80% for single-ticket events to ~70% for events offering 11 or more options. This 10-point gap at the bottom quartile indicates that ticket complexity disproportionately affects events that are already experiencing registration friction from other sources.

Meanwhile, the 75th percentile remains relatively stable across ticket-count bands (95-99%), suggesting that well-executed registration flows can maintain high completion even with complex ticket structures.

## Key Insights

The largest completion penalty comes from introducing ticket choice at all, not from the total number of options offered. Planners should focus friction management on the initial ticket selection step rather than solely on reducing the total number of ticket types.

# Proportion of Events Achieving High Completion

Another way to assess the impact of ticket count is to examine the proportion of events that achieve high completion rates (90% or above) within each band.

| Ticket Count | Events at 90% | Events Below 70% |
|---|---|---|
| 1 | 58% | 15% |
| 2-3 | 46% | 19% |
| 4-5 | 41% | 25% |
| 6-10 | 40% | 25% |
| 11+ | 36% | 26% |

As ticket count increases, the share of events reaching 90%+ completion declines steadily, while the share falling below 70% rises. By the time an event offers 11 or more ticket options, more than one in four events falls below 70% completion, compared to roughly one in seven for single-ticket events.

# Practical Implications for Event Teams

**Treat ticket selection as a distinct friction point.** The data shows that introducing any ticket selection step reduces completion relative to a flow with no ticket choice. Events offering multiple ticket types should invest in clear labeling, concise descriptions, and simplified presentation of options.

**Focus friction management on the first few ticket options.** The steepest decline occurs between one and three ticket types. Teams in this range should prioritize reducing decision complexity at the point of ticket selection.

**Do not assume that reducing ticket count alone will solve completion issues.** Variability within each ticket-count band is large. Events with 11+ ticket types can still achieve high completion if the overall registration flow is well designed. Ticket count is one contributing factor, not the sole driver.

**Diagnose low-performing events individually.** The mean-median gap and wide interquartile ranges indicate that underperformance is typically event-specific. Low completion is more likely caused by flow design, pricing confusion, or audience mismatch than by ticket count alone.

In practice, the largest improvements in registration performance come from addressing **outlier behavior**, not incremental optimization around category medians.

# How to Use These Benchmarks

These benchmarks are most useful as:

- Diagnostic reference pointsfor evaluating whether a registration flow is performing within expected ranges

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- Context for identifying when ticket complexity may be contributing to abnormal completion rates

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- Inputs into registration flow design decisions, particularly when determining how many ticket types to expose during registration

They should not be interpreted as performance targets or guarantees. Individual event performance will vary based on audience, format, pricing structure, and registration configuration.

# Limitations

- Benchmarks are based on aggregated event data and reflect observed behavior within this dataset. Causal claims about the relationship between ticket count and completion are not supported by this observational analysis.

- Events with more ticket types may differ systematically from events with fewer options in ways not captured by this data (e.g., paid vs. free events, audience intent, event complexity).

- Ticket count reflects the number of ticket types configured, not necessarily the number visible to every registrant. Some events may use conditional logic to show subsets of tickets to different audiences.

- Results may vary based on audience, industry, pricing structure, and registration flow design.

# Closing

Event Data Lab benchmarks are designed to help event teams move beyond anecdote and evaluate performance using empirical evidence. This report extends the findings of Report #01 by examining a specific registration configuration variable and its observed relationship with completion.

Future reports will continue to explore drivers of registration friction, including the role of custom forms, promo codes, and other flow elements in shaping the registration experience.

# Appendix

**Definitions**

- **Registration completion rate:** Completed registrations divided by total registration attempts (completed + incomplete).
- **Ticket count:** Number of distinct ticket types configured and visible during registration.
- **Median:** The 50th percentile value. Used as the primary central tendency measure because completion rate distributions are left-skewed.
- **P25 / P75:** The 25th and 75th percentile values, defining the interquartile range.

**Data Exclusions**

Events were excluded if they matched common test or internal naming patterns (e.g., containing keywords such as "test," "delete," "sandbox," or "demo") or if they had fewer than 10 registration attempts. These exclusions reduce noise from inactive, experimental, or statistically unreliable event records.

**Notes on the Zero-Ticket Baseline**

Events with zero ticket types have no ticket selection step in their registration flow. Registrants proceed directly through the form without making a ticket choice. These events are included as a reference baseline to illustrate the completion impact of introducing any selection step, but should not be interpreted as a recommended configuration. Most events require ticket selection to manage pricing, capacity, or access levels.

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