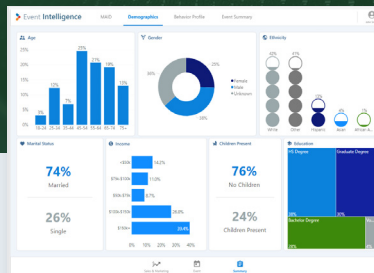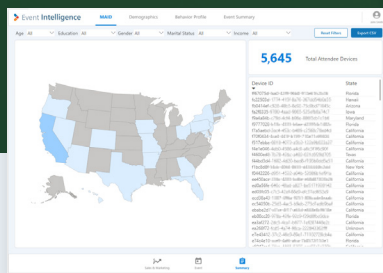# Incite Event Intelligence Platform

Running a successful event is a demanding endeavor that requires sound decision making before, during, and after the event to deliver exceptional fan experiences and maximize revenue. However, the data and insights needed to make good decisions – especially those in real time – are not always easy to come by.

Introducing the Incite Event Intelligence Platform, a year-round event management tool that allows professional organizations to optimize their event investments through data-driven decisions. By bringing together several strategic data sources in real time into a comprehensive command center, this platform gives leaders and operators the information they need to cater to attendee needs and craft unforgettable moments. It also helps them spend their marketing dollars more strategically, streamline event operations, influence dynamic pricing, and close sponsorship opportunities. It is ideal for anyone who wants to better understand and improve event performance: senior executives, ticket-sales directors, event marketers, partnership-sales executives, and event managers.


Understand event attendees like never before to anticipate their needs, bring the brands they love on site, and create unforgettable experiences.

Audience understanding

Connect the dots between attendees and their behavior outside the event: analyze their demographic profiles, what restaurants and stores they frequent, and what they do with their free time. Use this information to drive important sponsorships and improve available on-site services.

Peak efficiency

Predict locations and numbers of people throughout an event using AI models built from historical data and fed with live internal and external data feeds. These forecasts can be used to set dynamic pricing, manage staffing levels, optimize concessions, and prepare for contingencies with rain-proof tents or traffic diversion plans.
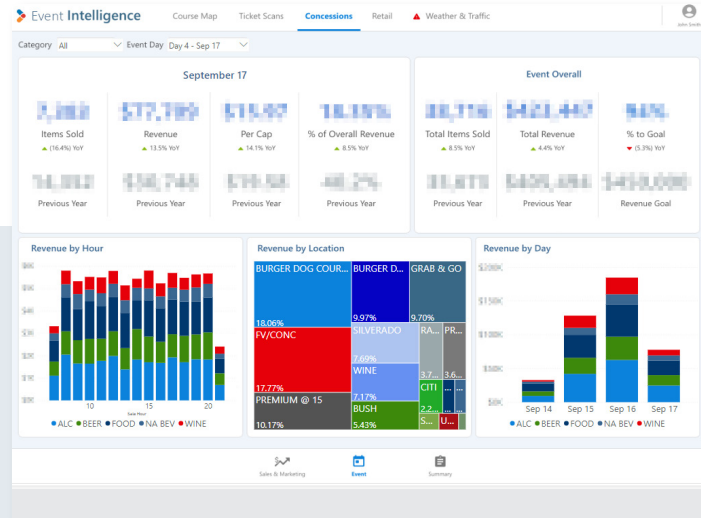
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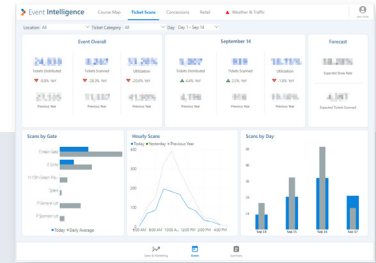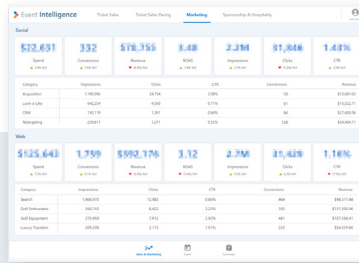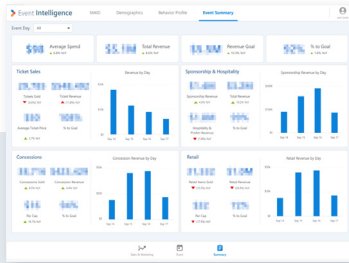
Bring together all marketing and sales activities to see what advertising channels are most effective and course correct revenue performance.

Single-source visibility

Use a single command center for real-time information on ticket and concession sales, retail operations, venue capacity, parking availability, and traffic to deliver positive fan experiences, manage crises, and improve subsequent events.

Plan, execute, optimize

Proactively drive sales, sponsorships, and marketing before the event. Then manage the event with a real-time window into all important aspects. After the event, get a consolidated and detailed view of all revenue channels.

Get a full real-time view of concession and retail operations, and deep dive into the best performing products and locations.

About Incite

Incite is transforming the analytics space by solving complex business problems that are fundamental to success in a digitally dominated landscape. The company's unique and people-focused approach allows them to partner with clients to frame, solve, and execute on a wide range of challenges to create long-term value. Fortune 500 companies across multiple industry sectors have relied on Incite's carefully curated senior team of practitioners to help them in a variety of mission-critical applications including increased manufacturing uptime, autonomous-vehicle deployment, improved physician performance, and exceptional customer experiences. Founded in 2010, Incite is headquartered in Detroit.

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