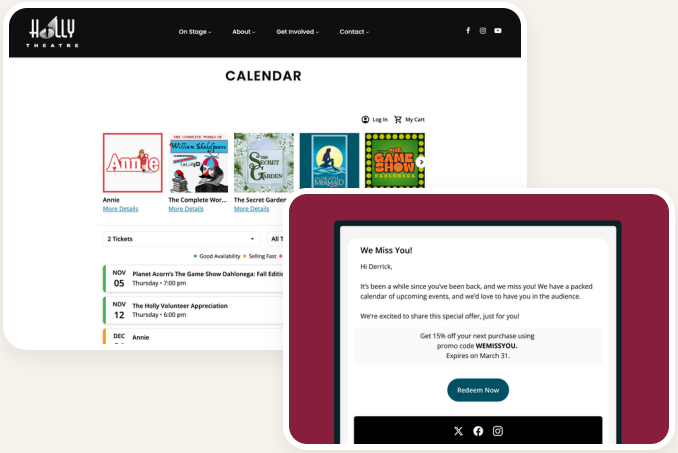
QUICK START GUIDE

Welcome to Plus. Here's where to start.

Your upgrade unlocks the Ticketing Widget, custom Audience Segments, and unlimited Plays. These three steps put them to work.



2 min
to create and activate a Play

Once your segments are ready, Plays send targeted emails for you automatically.

What you'll need

- Your OTS login
- Access to edit your website, or the person who manages it

Your first three steps

1. **Embed the Ticketing Widget**
   Let your audience buy tickets without leaving your website. Go to Website › Widget Configuration › Settings.

2. **Build a custom Audience Segment**
   Group ticket buyers by shared traits, like who came to a past show. Go to Patron Management › Segmentation › Create New Segment.

3. **Activate more Plays**
   Plus removes the two-Play limit, so you can run every Play that fits your season. Click Marketing › Playbook.

OTS On The Stage

Log in to start using Plus →