HELP GUIDE · NOVEMBER 2026

How to use SmrtSeats.

Step-by-step instructions for fans buying tickets and event organizers running shows, plus fixes for the most common problems.

For fans

accounts · events · seats · tickets · refunds · emails

For event organizers

setup · team · events · seating · comps · promo codes · show night

Need help?

support@smrtseats.com

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What's new in this edition

- **1.1 Create an account** updated
- **1.6 Personalized recommendations** new
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- **2.1 Browse and open an event** updated
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- **7.11 Email your ticket holders** new
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- **8.4 Announcements from SmrtSeats** new
- **9.1 Scan tickets** updated
- **9.3 Sell tickets at the door** updated

On a phone

The main menu is behind the ☰ button at the top right. On the organizer dashboard, the sidebar becomes a round menu button at the bottom right.

Still stuck?

See **Troubleshooting** at the back, or email **support@smrtseats.com**.

1 Getting started

FOR FANS

Create your account and sign in

1.1 Create an account UPDATED

`Sign up (top-right menu)`

1. Click **Sign up** in the menu.
2. Enter your email and a password, or click **Sign up with Google**. Tap the eye icon in the password box to check what you typed.
3. Fill in your first name, last name, phone number, date of birth and zip code, then click **Continue**.
4. You'll be returned to the page you were on (or the home page). We also send an email to verify your address. Open it and click the link.

GOOD TO KNOW	You must be **18 or older** to create a SmrtSeats account.
GOOD TO KNOW	Your date of birth is never shown to event organizers. Their reports only count ticket buyers by age range (for example 25–34), and only once a show has enough buyers that nobody can be singled out.
TIP	Phone numbers can be typed any way you like, e.g. (970) 555-1234.
IF THIS HAPPENS	**Sent back to the details form when you sign in?** Your profile isn't finished yet. Fill in the remaining fields and click **Continue**.

1.2 Sign in and sign out

`Sign in · menu → Sign out`

1. Click **Sign in**, enter your email and password (or use **Sign in with Google**). Tap the eye icon to show or hide your password.
2. If you were trying to open a page that needs an account, you'll be taken back to it.
3. To sign out, open the menu and choose **Sign out**.

IF THIS HAPPENS	**Can't remember which method you used?** If you signed up with Google, use **Sign in with Google**. A password won't work for that account.

1.3 Reset your password

`Sign in → Forgot password?`

1. On the sign-in page click **Forgot password?**
2. Enter your account email and submit.
3. Open the email from SmrtSeats and follow the link to choose a new password.

IF THIS HAPPENS	**No email?** Check spam/promotions and wait a few minutes. For security we show the same message whether or not an account exists, so double-check the address you typed.

1.4 Update your details

`Menu → Account Settings`

1. Open the menu and choose **Account Settings**.
2. Edit your name, phone or zip code. The **Save** button turns on once something changes.
3. Click **Save**. A confirmation appears when your changes are stored.
4. You can also send yourself a password-reset email from this page.

1.5 Email preferences and unsubscribing

`Footer → Email Preferences · Account Settings`

1. Click **Email Preferences** at the bottom of any page, or **Manage email preferences** in Account Settings, and sign in if asked.
2. Turn SmrtSeats news on or off with its switch.
3. Under **Venues**, turn marketing email from each event organizer you've been to on or off, or use **Unsubscribe from all venues**.
4. **Unsubscribe from all marketing email** turns everything off at once. Each change saves straight away.

GOOD TO KNOW These settings only cover marketing. You'll still get emails about your orders, tickets and refunds, and event organizers can still email you about an event you hold tickets for (a time change, door times, parking).

TIP The unsubscribe link in an organizer's email opens this page with that organizer ready to switch off.

1.6 Personalized recommendations NEW

`Account Settings → Personalized recommendations`

1. SmrtSeats keeps a fan profile of the kinds of events you like (from events you view and buy and surveys you answer) so we can suggest events you'll enjoy. The card says whether it's **On** or **Off**.
2. To stop it, click **Turn off**, then **Turn off and delete**. Your fan profile is deleted and nothing new is recorded.
3. Changed your mind? Click **Turn on** any time.

GOOD TO KNOW Turning it off doesn't affect your orders, tickets or survey answers. **How it works** on the card opens the matching part of our Privacy Policy.

1.7 Download your data

`Account Settings → Your data`

1. Click **Download my data**.
2. A file named smrtseats-my-data-(date).json downloads with your profile, orders (including any fees you paid), survey answers and email choices.

1.8 Delete your account

`Account Settings → Delete account`

1. Click **Delete account** and read what will be deleted and what is kept.
2. If you have tickets to upcoming shows, save or screenshot your QR codes first. They'll no longer be in an account.
3. Type **DELETE**, enter your password (or confirm with Google), and click **Delete my account**.

GOOD TO KNOW Purchase records are kept without your name or email, because event organizers need them for their accounts.

IF THIS HAPPENS **Told you're the only admin of an organization?** Make another team member an admin in that organization's **Settings** first, then try again.

1.9 Announcements from SmrtSeats NEW

`Any page, once you're signed in`

1. Now and then we'll tell you about something new or important on SmrtSeats. It appears after you sign in, either as a pop-up or as a card in the bottom corner of the screen.
2. Click a button on it to learn more, or the **×** (or **Got it** / **Not now** on a pop-up) to close it.
3. Once you've closed one it won't come back. Pop-ups only ever show once.

GOOD TO KNOW Announcements never appear while you're checking out or signing in.

2 Finding events

FOR FANS

Browse shows and event organizers

2.1 Browse and open an event UPDATED

Home page · Events

1. Scroll the home page or open **Events** in the menu.
2. Click any event to see the date, time, location, ticket prices, age limit and refund policy.
3. Use **Share** to send it to friends, or **Add to calendar** to save it.

GOOD TO KNOW	**Prices include every fee.** The price you see is what you'll pay per ticket, including the SmrtSeats service fee and any card processing fee, e.g. **From $28.63** with "incl. fees" underneath. If the event has a survey, the lower price you'll pay by answering it is shown too (e.g. "$26.06 with survey").
GOOD TO KNOW	Event times are always shown in the event's local time, with the time zone (e.g. 8:00 PM MDT). If you're viewing from a different time zone you'll see a note saying so. **Add to calendar** converts the time to your own zone automatically.
IF THIS HAPPENS	**See "Coming soon"?** Tickets for that event aren't on sale yet. Check back later.
IF THIS HAPPENS	**See "Ticket sales are paused"?** Tickets aren't available right now. Check back later or contact the event organizer.
IF THIS HAPPENS	**Button says Sales ended, Sold out or Event canceled?** Tickets can't be bought online any more. The organizer may still sell at the door.

2.2 Event organizer pages UPDATED

Event page → organizer's name

1. On an event page, click the organizer's name to see its description, links and all its upcoming and past events.

3 Buying tickets

FOR FANS

From choosing tickets to your confirmation

3.1 Choose your tickets UPDATED

`Event page → Get tickets`

1. On the event page click **Get tickets**.
2. Use **+** and **−** to pick how many of each ticket type you want (up to 6 per type). Each ticket shows its full price, with the ticket price, service fee and any card processing fee listed underneath, and the lower price with the survey if there is one.
3. Check the order summary (tickets, service fee, card processing fee if the organizer passes it on, and total), then click **Continue to Checkout**.

GOOD TO KNOW	You must be signed in to buy. If you aren't, you'll be asked to sign in and brought back.
GOOD TO KNOW	**About the card processing fee.** It covers the organizer's cost of taking your card payment and is charged once per order, so it's a little less per ticket when you buy several. Some organizers cover it themselves, and then you won't see it at all.
IF THIS HAPPENS	**Can't add more tickets?** You've reached the per-order limit or the number of tickets left for that type.

3.2 Pick your seats NEW

`Events with a seating map`

1. If the event has a seating map, **Get tickets** shows it under **Choose where you'll be**. Tap a section or table on the map, or switch to the list view.
2. **Sections** (for example GA Floor or VIP): choose how many tickets of each type you want, just like ordinary tickets.
3. **Tables:** tap the seats you want. Open seats can be picked, **Taken** seats can't, and your picks show as **Yours**. At some events a table is booked whole: you get every seat at it, sometimes at one price per table.
4. Continue to checkout as usual. Your seats are held for you while you pay (about half an hour).

GOOD TO KNOW	You can book up to 6 tables per order. Your seat or section is printed on each ticket.
IF THIS HAPPENS	**"Some seats were just taken"?** Someone else booked them while you were choosing. They've been removed from your order, so pick again.
IF THIS HAPPENS	**Left checkout without paying?** Your seats are released when your checkout expires or you click back from the payment page.

3.3 Answer a few quick questions (optional)

Shown for events with a survey

1. Many organizers let you lower or skip the service fee by answering a short, anonymous survey about the show.
2. Choose **Answer a few quick questions** to see the questions, or **Skip and pay full price** to go straight to checkout. Each option shows its service fee, plus the card processing fee if the organizer passes it on.
3. Tap one answer per question. Some organizers add a couple of their own questions after ours. It takes about 30 seconds.
4. When you finish you'll see **Thank you!** and be taken to checkout with the reduced fee applied.

GOOD TO KNOW	The survey lowers or waives the SmrtSeats service fee. It doesn't remove a card processing fee, which applies either way.
GOOD TO KNOW	Your answers are combined with other fans' answers. Organizers see audience-level insights, never your personal answers tied to your name or email.
TIP	Already answered this event's survey but didn't finish buying? You keep the reduced fee. Just click **Continue to secure checkout**.
IF THIS HAPPENS	**See "Survey unavailable"?** Tap **Try again**. If it keeps happening, tap Back and either skip the survey or contact us. We'll make sure you're not overcharged.

3.4 Check out and pay UPDATED

`Checkout → Stripe`

1. Review **Your tickets** and the order summary: subtotal, service fee, any promo discount, card processing fee (if the organizer passes it on) and total.
2. Have a promo code? Enter it under **Promo Code** and click **Apply**. The discount shows in the summary, and the card processing fee is recalculated on the lower total.
3. Tick the box to agree to the **User Agreement** (required).
4. Choose your emails: one box shares your email with organizers you attend for event updates, the other is for news and offers from SmrtSeats. Untick either one if you don't want it.
5. Click **Proceed to Secure Payment** (**Pay now** on a phone). You'll finish paying on Stripe's secure checkout page, which lists the card processing fee as its own line.
6. After paying you'll land on a confirmation page with a link to your tickets, and receive a confirmation email showing each fee you paid.

TIP	Refreshing the checkout page won't lose your order in the same browser tab.
GOOD TO KNOW	Your email choices are remembered. If you unsubscribed from an organizer or from SmrtSeats, those boxes start unticked next time. You can change them any time in **Email Preferences**.
IF THIS HAPPENS	**Promo code rejected?** The message tells you why. Codes only work for their own event and between their start and end dates. Some can only be used a set number of times (in total or per person), and some need a minimum number of tickets or a minimum ticket total before fees, e.g. "This code needs at least 4 tickets. Add 1 more to use it." Capital letters don't matter.
IF THIS HAPPENS	**Card declined or you went back from Stripe?** You were not charged. Return to the event and try again, or try another card.
IF THIS HAPPENS	**"Prices changed" message?** Ticket prices, fees or availability changed while you were checking out (for example, the organizer changed who pays the card processing fee). Review the new total and try again.

4 Your tickets

FOR FANS

View, use and refund your tickets

4.1 Find your tickets UPDATED

Menu → My Tickets

1. Open the menu and choose **My Tickets**.
2. Pick an order to open its QR codes. Orders with several tickets are stacked. Swipe or tap the dots to move between them. Each ticket shows its type and, for seated events, the seat or section.
3. The order page also has the event's date, start time and age limit, the address with **Get directions** and **Copy address**, and **Add to calendar**.
4. Under **Questions about the event?** you'll find the organizer's phone, email and website.
5. Below the tickets you'll see what you paid, including any service fee and card processing fee.

TIP — Need a receipt? Open the order and click **View receipt**.

IF THIS HAPPENS — **Order not showing right after paying?** It can take a few seconds to appear. Refresh the page. If it's still missing after a few minutes, check your confirmation email and contact us with the order number.

4.2 Tickets bought at the box office

Receipt email · My Tickets

1. If you give your email at the box office, your receipt email includes a link to view your tickets. No sign-in needed.
2. To keep them in your account, sign in with that same email and verify it. They'll appear in **My Tickets**.
3. Not verified yet? My Tickets shows a banner. Click **Send verification email**, open the link, then refresh the page.

4.3 Guest list (comp) tickets NEW

Link from the event organizer

1. If an organizer puts you on their guest list (a band and its guests, for example), they'll email you a link or send it to you.
2. Open the link to see your tickets: one QR code per guest, marked **Comp**. No account or payment needed.
3. Share the codes with your guests, or show them at the door like any other ticket.

IF THIS HAPPENS — **Link says the comp tickets have been revoked?** The organizer has cancelled them. Contact the organizer.

4.4 Get in at the door

`Order page`

1. Turn your screen brightness up and open the order before you reach the front of the line.
2. Show one QR code per person. Staff will scan each ticket once.
3. A ticket shows as **Scanned** after it has been used.

TIP	Take a screenshot as a backup in case the location has poor signal. Each code still works only once.
IF THIS HAPPENS	**Told your ticket was already scanned?** Each code works once. If you didn't use it, ask door staff to look you up by name or email and contact us.

4.5 Request a refund

`Order page → Request a refund`

1. Open the order and click **Request a refund** (shown only if the organizer allows refunds and the refund window is still open).
2. Confirm with **Yes, refund all tickets**. You'll see **Refund submitted**. You get back everything you paid, including the service fee and any card processing fee.
3. Refunds go back to your original payment method, usually within 5–10 business days depending on your bank.

GOOD TO KNOW	Each organizer sets its own refund policy (shown on the event page as **Refundable up to X days before the show**). Refunded tickets can no longer be scanned.
IF THIS HAPPENS	**No refund button?** The organizer doesn't offer self-serve refunds for this event, or the window has closed. Contact the organizer or email us.
GOOD TO KNOW	**Event canceled?** The organizer refunds you automatically, fees included, and you'll get an email.

5 Setting up your organization

FOR EVENT ORGANIZERS

Account, profile and payments

5.1 Create your organizer account UPDATED

`Host Events · menu → Become an organizer`

1. Open **Host Events** and click **Create your free organizer account**, then sign up with your business email (or Google). Already have a fan account? Sign in and choose **Become an organizer** from the account menu instead.
2. **Step 1 of 2:** upload a profile image (JPG, PNG or WebP, up to 10 MB) and enter your name, capacity, what you're known for, business email and phone, and a description.
3. **Step 2 of 2:** enter your address and tick the box to accept the **Terms of Service** and the **User Agreement, including the Event Organizer Terms**, on behalf of your organization (you must be authorized to do this), then click **Submit**.
4. You'll land on your **Venue Dashboard**.

TIP The Host Events page has a fee calculator (**Compare your fees**) showing what you and your fans would pay on SmrtSeats compared with other platforms.

5.2 Connect Stripe to get paid

`Dashboard → Settings → Payments`

1. Open **Settings** from the dashboard sidebar.
2. Under **Payments**, click **Connect to Stripe** and complete Stripe's onboarding (business details and bank account).
3. You'll be returned to Settings, which shows your Stripe account as connected.
4. Ticket sales are paid directly into your Stripe account. Stripe takes its processing fee there; by default buyers pay a matching card processing fee so you still receive your full ticket price (see 7.9).

GOOD TO KNOW You must connect Stripe before you can publish an event.

IF THIS HAPPENS **Stripe says information is missing?** Log into your Stripe dashboard and finish any outstanding verification items, then reconnect from Settings.

5.3 Profile and time zone

`Settings → General Settings`

1. Update your name, address, description, image and social links, then save.
2. Set your **Venue Time Zone**. All your event times are entered and shown in this zone.
3. Click **Public Page** in the sidebar to see what fans see.

5.4 Box office payments (optional)

`Settings → In-Person Payments`

1. Follow **In-Person Payments Setup** to order and register a Stripe card reader.
2. Once registered, the reader appears in the box office (see chapter 9).

6 Your team

FOR EVENT ORGANIZERS

Invite staff and manage roles

6.1 Invite a team member

`Settings → Invite User`

1. In **Settings**, click **Invite User**.
2. Enter their first name, last name and email, and choose a role: **Admin** (full access) or **Scanner** (door scanning and box office only).
3. Click **Send Invite**. They'll get an email with a link to join.

GOOD TO KNOW	The invite must be accepted with the same email address it was sent to. Pending invites can be resent or revoked from the same list.
IF THIS HAPPENS	**Invite didn't arrive?** Ask them to check spam, confirm the spelling, and send it again.

6.2 Change roles or remove someone

`Settings → team list`

1. Find the person in the team list to change their role or remove them.
2. Removing someone only removes them from this organization. Their account and any other organizations are unaffected.

6.3 Work across several organizations

`Menu → Switch organization`

1. If you belong to more than one organization, open the menu and choose **Switch organization**.
2. Pick the one you want to manage. The dashboard updates to that organization.

7 Creating and managing events

FOR EVENT ORGANIZERS

From a new event to show night

7.1 Create an event

`Sidebar → Create`

1. **Basics** and **Details:** event title, category, genre, short and full description, and an event image.
2. **Date & Capacity**, **Location:** date and start time, capacity, an optional minimum age, and the address.
3. **Tickets:** add one or more ticket types with a name, online price, door price and quantity, and set when ticket sales start and stop. Under **Card processing fee**, choose **Ticket buyers pay it** (the default) or **My venue pays it** (see 7.9).
4. **Survey:** pick the show's focus channel, the questions fans answer to skip the service fee. Your own surveys appear under **Your venue's surveys**.
5. **Review:** check everything, including who pays card processing, and click **Complete**. You'll return to your dashboard.

GOOD TO KNOW	Enter all times in your local time. Fans everywhere will see them in your time zone.
GOOD TO KNOW	Fans can't see or buy an event until its ticket sales start. Before then its page shows "Coming soon".
TIP	Selling sections or tables? Add a seating map from the event dashboard once the event is created (see 7.4).
IF THIS HAPPENS	**Can't continue to the next step?** Check the messages under each field. Common causes: start time in the past, ticket sales ending before they start, or ticket quantities larger than the event capacity.

7.2 Ticket types

`Events → your event → dashboard`

1. Under **Ticket Types**, use **Add Ticket Type** or **Edit** to change price, quantity or status (Active/Disabled).

GOOD TO KNOW	You can't set a ticket quantity below the number already sold (comp tickets count too).

7.3 Promo codes UPDATED

`Event dashboard → Promo Codes`

1. Under **Promo Codes**, click **+ Add Promo Code**. Enter the code, choose **Percent (%)** or **Fixed ($)** and the amount, and set the start and end dates.
2. Optionally set **Limits and requirements**: **Total uses** (the code stops working after that many orders), **Uses per fan**, **Minimum tickets in cart** and **Minimum ticket subtotal** (the ticket price before fees and before the discount). Leave any blank for no rule.
3. Click **Create**. The list shows each code's uses so far (e.g. **12 / 50** when it has a limit) and its rules.
4. To change a code, click **Edit**. Set **Status** to **Disabled** to switch it off.

GOOD TO KNOW	Each order counts as one use, and a refunded order gives its use back. Uses per fan count by account online and by email at the box office.
GOOD TO KNOW	A use is held while a fan pays on Stripe, so two fans can't both get the last one. If they don't finish paying, it's released when their checkout expires.
GOOD TO KNOW	Percent codes can't exceed 100%, each code must be unique for the event, a used code can't be deleted (disable it instead), and the total-use limit can't be set below the uses so far.

7.4 Add a seating map NEW

`Event dashboard → Seating → Set up seating`

1. On the event dashboard, find the **Seating** card and click **Set up seating**.
2. Choose a starting layout: one of the **Standard layouts** (General admission, GA + VIP, Floor + balconies, Cabaret tables, Banquet / dinner show), one of **Your seat maps**, or a **Blank map**.
3. Arrange the room: add **sections** (an area with a capacity, like GA Floor or Balcony Left), **tables** (round or long, up to 20 seats each), features such as Stage or Bar, and text labels. Drag items or move them with the arrow keys; **Layers** lists everything on the map; **Undo** and **Redo** (Ctrl/⌘+Z, Ctrl/⌘+Shift+Z) step through changes.
4. Select each section and pick the **Ticket types sold in this section**; tables share one ticket type (**Ticket type for all tables**, or create a **New table ticket type**).
5. Under **Table sales**, choose **Per seat** or **Flat table price**, and under **Who can sit at a table**, whether fans pick individual seats or it's **One party per table**.
6. Click **Save seating**. Fans now choose their section or seats on the ticket page.

GOOD TO KNOW	A section's capacity is shared by all the ticket types sold in it. Table seats are sold online only; the box office sells section tickets.
TIP	**Seats right now** shows each table seat as Open, In checkout, Sold or Blocked. Tap an open seat to block it (for comps, staff or sightlines), and tap again to reopen it.
GOOD TO KNOW	Sections and table seats that are sold, held or blocked can't be removed from the map, and a ticket type that already sold tickets without the map can't be moved onto it (create a new ticket type instead). **Remove seating map** returns the event to its plain ticket list.

7.5 Saved seat maps NEW

`Sidebar → Seat Maps`

1. Open **Seat Maps** and click **New seat map**.
2. Pick a starting layout (or a **Blank map**), give it a **Map name** and lay out the room as in 7.4.
3. Click **Save seat map**. It appears under **Your seat maps** whenever you set up seating for an event.

GOOD TO KNOW — Each event gets its own copy of the map, so editing a saved map doesn't change events that already use it.

7.6 Comp tickets (guest list) NEW

`Event dashboard → Comps → + Comp tickets`

1. On the event dashboard, under **Comps**, click **+ Comp tickets**.
2. Enter **Who it's for** (e.g. the band's name), and optionally **Email the link to** and a **Note** (e.g. Load-in 5pm).
3. Choose how many tickets of each type, or pick specific table seats on seated events (up to 50 per group), then click **Create comps**.
4. The group gets one link with a QR code per guest. If you entered an email it's sent automatically; otherwise use **Copy link**, or **Email link** later.
5. The list shows each group's tickets and how many have checked in. **Revoke** (then **Confirm revoke**) cancels a group's tickets and frees the spots.

GOOD TO KNOW — Comps use up capacity like sold tickets but don't count as sales, revenue or fees. They're separate from promo codes: no checkout or payment.

7.7 Edit an event

`Event dashboard → Edit event`

1. Click **Edit event** on the event dashboard.
2. Update details, image, schedule and capacity, refund policy (**Let ticket holders request refunds** and the number of days before the show), who pays card processing (**Fees**), or the survey.
3. Click **Save Changes**.

GOOD TO KNOW — Switching surveys keeps the answers already collected. New buyers answer the new questions.

GOOD TO KNOW — Events lock 6 hours after their start time. After that the details can't be changed and the event can't be canceled, but you can still refund individual orders.

7.8 Choose who pays card processing

`Edit event → Fees`

1. Stripe charges a card processing fee on every payment: 2.9% + 30¢ per online order, 2.7% + 5¢ at the box office. It's always taken from your Stripe balance; this setting decides who covers it.
2. **Ticket buyers pay it** (default): buyers see a separate **Card processing fee** line, sized so you receive your full ticket price after Stripe's fee. Prices on event cards, the ticket page, checkout, Stripe and receipts include it.
3. **My venue pays it:** buyers pay just your ticket price (plus any service fee), and Stripe's fee comes out of your payout.
4. Pick an option under **Fees** and click **Save Changes**. It applies to online and box office sales placed after you save.

GOOD TO KNOW Orders already placed keep the setting they were bought under. Changing it doesn't email ticket holders.

GOOD TO KNOW SmrtSeats' own fees (the service fee for fans who skip the survey, or your platform fee when they answer it) aren't affected by this setting.

TIP Stripe's real fee can differ by a few cents from the estimate (for example on international cards). Your Revenue Summary uses the fee Stripe actually charged.

7.9 Cancel an event

`Edit event → Danger Zone → Cancel Event`

1. Scroll to **Danger Zone** and click **Cancel Event**.
2. Optionally write a message to ticket holders, then confirm with **Yes, I'm Sure**.
3. All paid orders, online and box office, are refunded in full automatically (including any card processing fee buyers paid) and ticket holders are emailed. Tickets stop working at the door.

GOOD TO KNOW Canceling can't be undone. Stripe doesn't return its processing fees on refunds, so your organization absorbs them, even on orders where buyers paid card processing.

7.10 Orders and refunds

`Event dashboard → Orders`

1. Search orders by customer name, email or order number. Each order shows whether card processing was paid by the buyer (and how much) or by your organization.
2. To refund, click **Refund** on the order, enter an amount up to the **Maximum refund** shown, and confirm.
3. Status changes to **Refund Submitted**, then **Refunded**. Refunded tickets can't be scanned, and any seats go back on sale.

GOOD TO KNOW Refunds come out of your Stripe balance. The buyer gets back what they paid, including any service fee and card processing fee, and SmrtSeats and Stripe fees aren't returned to you.

GOOD TO KNOW Each order can be refunded once, so enter the full amount you intend to refund. A refunded order gives back any promo code use it took.

7.11 Email your ticket holders NEW

`Event dashboard → Orders → Download ticket holders`

1. Under **Orders**, click **Download ticket holders**.
2. A CSV downloads with everyone currently holding a valid ticket: email, name, ticket count, ticket types, order numbers and when they first bought.
3. Import it into your own email tool to send event updates.

GOOD TO KNOW Use this list only for messages about the event itself: a time change, door times, parking, what to bring. For promotions use the **Marketing** export (8.3), which only includes fans who agreed to hear from you.

GOOD TO KNOW Refunded orders and revoked comps are left out, so download a fresh copy right before you send.

7.12 Write your own survey questions

`Sidebar → Surveys`

1. Open **Surveys** and click **New survey**.
2. Give it a name, then write up to two questions. Each needs a short dashboard label and 2–6 answers. SmrtSeats' three standard questions are always asked first.
3. Click **Create survey**, then choose it when creating or editing an event.
4. To change wording, click **Edit**. Changed questions start a fresh set of results, and earlier answers stay in your reports.
5. To remove one, click **Delete**. Surveys still used by upcoming events must be swapped out on those events first.

GOOD TO KNOW Questions are checked automatically. Inappropriate language and requests for sensitive personal information (ID or financial numbers, health, protected traits) aren't allowed.

8 Dashboards and insights

FOR EVENT ORGANIZERS

Understand sales and your audience

8.1 Your dashboard

`Sidebar → Home`

1. See revenue, tickets sold and average event revenue for the date range you choose, plus a sales chart and **Today**'s sales. Revenue is net of fees and refunds.
2. Days are counted in your time zone.

GOOD TO KNOW

Each event's **Revenue Summary** breaks down gross revenue, platform fees (paid by attendees or by your organization), Stripe processing fees, refunds and net. Under Stripe processing fees it shows how much was covered by attendees' processing fees and how much was paid by your organization, and which setting the event uses now.

GOOD TO KNOW

Gross revenue includes the card processing fees buyers paid, which cover Stripe's fee, so on events where buyers pay it your net is close to your ticket sales less SmrtSeats' fee. When a fan answers the survey and pays no service fee, your organization pays a small platform fee instead. Comp tickets aren't counted as sales.

8.2 Audience and AI insights UPDATED

`Sidebar → Audience · AI`

1. **Audience** shows combined survey results across your shows: key takeaways, how your fan segments are changing, and a card for every question.
2. **Age Ranges** shows how old your ticket buyers are, across your shows or for one show. It appears once at least 10 buyers have a known age, so no one can be singled out.
3. Filter question cards by **All**, **Favorites**, **Standard** or **Venue** questions. Star up to 5 favorites to pin them, or click **Download CSV**.
4. Each card shows how reliable its numbers are: **Reliable**, **Building** or **Early signal** (too few answers to act on yet).
5. **AI** turns that data into suggestions. Both fill in as fans answer surveys.

8.3 Marketing export

`Sidebar → Marketing`

1. Click **Export Consented Attendees** to download a CSV of fans who opted in to your marketing emails.

GOOD TO KNOW

Only fans who agreed to your emails at checkout and haven't unsubscribed from you are included. Download a fresh list before each send, and include a link to smrtseats.com/unsubscribe?venue=(your organization ID) in every email.

8.4 Announcements from SmrtSeats NEW

Top of your dashboard

1. We use announcements to tell you about new features, changes and anything you need to act on. They appear at the top of your **Venue Dashboard** as a banner or card, and occasionally as a pop-up the next time you open it.
2. Click a button on it to learn more or try the feature, or the **×** to dismiss it. Dismissed announcements don't come back.

GOOD TO KNOW

Announcements go to owners and admins, and sometimes to scanners (on their check-in screen). Each one is for your organization only, so switching organizations shows that organization's announcements.

9 Show night: scanning and box office

FOR EVENT ORGANIZERS

For admins and scanners, best on a phone or tablet

9.1 Scan tickets UPDATED

`Sidebar → Scan → choose event`

1. Open **Scan**, pick tonight's event (events stay listed for 12 hours after they start), and allow camera access.
2. Point the camera at a ticket's QR code.
3. **Green: Valid**, let them in. The result shows the ticket type and, for seated events, the seat or section. **Amber: Already scanned**, this ticket has been used. **Red: Invalid**, wrong event, refunded, revoked or not a real ticket (the reason is shown).
4. Tap **Scan next** to continue.

GOOD TO KNOW	Comp tickets scan like any other ticket, and each comp group's check-ins show on the event dashboard.
IF THIS HAPPENS	**Camera not working?** Allow camera access for the site in your browser settings and reload. Clean the lens and turn the guest's screen brightness up.
TIP	Several staff can scan at once on different devices. A ticket can only be admitted once.

9.2 Look up a guest

`Scanner → Look Up`

1. Tap **Look Up** and search by name, email or ticket code.
2. Select their tickets (or **Select All**) and tap **Check In Tickets**.

9.3 Sell tickets at the door UPDATED

`Scanner → Sell Tickets`

1. Tap **Sell Tickets** and choose your card reader (**Select a Card Reader**).
2. Add tickets with **+** and **−**, optionally enter the buyer's email for a receipt, and tap **Next**. The summary shows the service fee and, when the event has buyers pay it, a **Card Processing Fee** at Stripe's in-person rate (otherwise "Paid by venue").
3. Tap to send the total to the reader and have the guest pay on the reader.
4. When the sale confirms, tickets are created and checked in, and the buyer's receipt email links to their tickets. Tap **Return to POS Home** for the next sale.

GOOD TO KNOW	On seated events the box office sells section tickets, which count against the section's capacity. Table seats show "Table seats — sold online".
IF THIS HAPPENS	**Reader not found?** Make sure it's on, charged and online, then tap **Rescan for Readers**.
IF THIS HAPPENS	**Payment timed out?** Tap **Try Again**. The previous attempt is canceled first, so the guest won't be charged twice. Use **Cancel Sale** to stop.

? Troubleshooting

EVERYONE

Quick fixes for common problems.

An event says "Coming soon".	Tickets aren't on sale yet. The organizer sets when sales open, so check back later.
An event says "Ticket sales are paused".	Tickets aren't available right now. Check back later or contact the event organizer.
Why is there a service fee or card processing fee?	The service fee is waived or lowered when you answer the event's survey. Some organizers also pass Stripe's card processing cost on to buyers. Both are included in the prices you see, charged once per order, and listed on Stripe and your receipt.
My promo code won't apply.	Read the message under the code: it may have expired, be used up, already used by you, or need more tickets or a higher ticket total. Capital letters don't matter.
Seats disappeared from my order.	Someone else booked them while you were choosing. Pick different seats. Seats are held for you only once you continue to checkout.
I bought tickets at the box office. Where are they?	Use the link in your receipt email, or sign in with the same email, verify it, and open My Tickets.
My guest list link stopped working.	The organizer may have revoked the comp tickets. Contact the organizer.
How do I stop marketing emails?	Click Email Preferences at the bottom of any page, or the unsubscribe link in the email.
I'm stuck on a loading screen.	Refresh the page. If it persists, check your internet connection, try another browser, or sign out and back in.
A page says "Restricted".	Your account doesn't have access to that page. Organizer pages need an Admin role, and scanning needs Admin or Scanner. Ask your organization's admin, or check you're in the right organization (Switch organization).
I was charged but have no tickets.	Check My Tickets and your email (including spam) after a few minutes. Still missing? Email us your name, the event and the time of purchase.
The time on the event looks wrong.	Times are shown in the event's local time with the zone (e.g. MDT). Add to calendar converts it to your time.
My page looks broken on my phone.	Update your browser and try again. Supported: recent Safari, Chrome, Firefox and Edge.
I need to change the email on my account.	Contact us at support@smrtseats.com from your current email address.

Still stuck? We're here.

Email **support@smrtseats.com** or use the contact form at smrtseats.com/contact. To help us fix it fast, include:

- Your account email and the event name
- What you were trying to do and what happened
- Your device and browser, and a screenshot if you can

For event-specific questions (door times, refund policy, age limits, who pays card processing), contact the event organizer directly.