### findarace.com eventrac api

Release 2.0, October 2024





rosie@findarace.com 07837 965718

# What is findarace.com?

findarace.com is a marketplace for mass participation sports events. Used by more than 400k people every month to discover and book running, cycling, swimming and triathlon events.

The majority of findarace users have found the site via a Google search. Findarace ranks at #1 for 500+ keyword searches, such as '10k near me' or 'half marathon London'.

### swims & triathlons

Welcome to findarace.com. Your gateway to thousands of inspiring, memorable and brilliantly sweaty experiences.

#### EXPLORE EVENTS

Jump to: <u>Running</u> | <u>Triathlon</u> | <u>Cycling</u> | <u>Swimming</u> <u>Charity Places</u>

### The audience

MONTHLY TRAFFIC

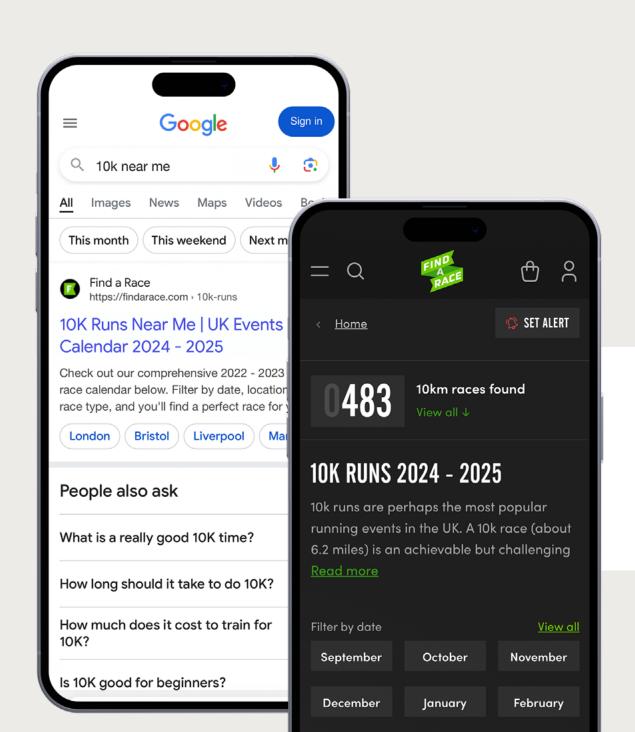
Pageviews	1,300,000
Sessions	450,000
Users	400,000

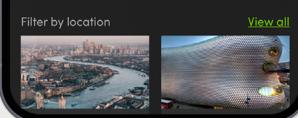


### New runners

Research into bookings taken on findarace.com shows on average 96% of participants are <u>new</u> to the event.

These are not runners Race Organisers would have reached through direct marketing to existing databases.

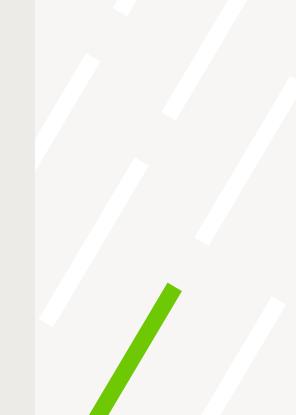




### The audience

#### USERS

Direct		 20%
Organi	ic search	 80%



### Life Time Value

Once a participant has signed up to an event they are then the event's customer, with a LTV well beyond that first race. Year on year, findarace will deliver new participants, growing the event further each time.



#### **EXISTING PARTICIPANTS**

**EXISTING PARTICIPANTS** 

Next year



# The integration

The api allows data to be shared both ways between the platforms, with two major advantages.

Firstly, Organisers save time on maintaining accurate event information. Event information on Eventrac is automatically fed to your listing on findarace, updated daily.

Secondly, Organisers keep all their booking data in one place. Participant data from bookings taken on findarace is merged into the rest of your bookings within Eventrac.

Funds are transferred directly to the event organiser.

#### 00 ᠿ Q < <u>10km</u> **SANDRIDGE 10K & FAMILY FUN RUN** 1 From Sandridge 10k Sun 15th September 2024 DATE St Albans, Hertfordshire LOCATION RACES 2 races DISTANCES 10km EVENT SUMMARY

Get ready for a fantastic day out at the Sandridge 10k & Family Fun Run, organised by the Sandridge 10k team in St Albans, <u>Read more</u>



#### e<sup>v</sup>entrac

			Ŷ				
e <sup>v</sup> entrac							
=	Events Pla	atform 🗸	۴	2			
	#1667777	Direct	30-09-2024	Adam			
	#1667464	Direct	29-09-2024	Imogen			
	#1666714	Find A Race	29-09-2024	Iona			
	#1666466	Find A Race	29-09-2024	Richard			
	#1666082	Direct	29-09-2024	Sean			
	#1664772	Direct	28-09-2024	Teresa			
	#1664326	Direct	27-09-2024	Atsushi			
	#1663550	Direct	27-09-2024	Aaron			
	#1663164	Find A Race	27-09-2024	Rory			
	#1662709	Find A Race	26-09-2024	Danny			
	#1662708	Find A Race	26-09-2024	Cheyenne			
	#1662377	Find A Race	26-09-2024	Deepti			
	#1662164	Find A Race	26-09-2024	David			
	#1662162	Find A Race	26-09-2024	Anne			
	#1000047	Discot	20.00.2024	1.dem			

New Find A Race Booking You have a new booking from Find A Race

# **Does it work?**

"We've been working with findarace for years now. It drives additional bookings from runners who wouldn't otherwise know about our events and with the integration there's no admin required. I'd definitely recommend it - every event should use findarace.com as part of their marketing."



James Shipley MD, ATW Events "To say I do nothing might be slightly over the top but I literally send one email to set them up, so it's hardly a grind!

I had a really good uptake with my events earlier in the year so I'll continue into 2025 and beyond.

I'm always a little sceptical of these things, but it's 100% clear I'm getting new runners I wouldn't have otherwise got so it's working for me."



Paul Albon RD, Big Bear Events

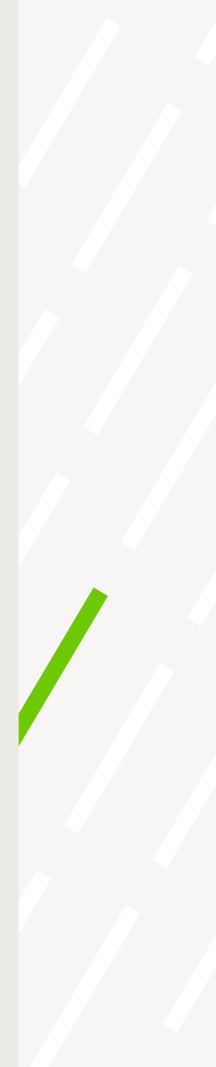
#### "The Eventrac integration works really

well, I would definitely recommend it to other Eventrac Race Directors. It's easy to maintain and findarace's support is always brilliant."



David Ross

**Owner, Hermes Running** 





# Our clients

Some of the 30+ Race Organisers already using the findarace x eventrac api.





RunUK

