

findarace.com eventrac api

Release 2.0, October 2024



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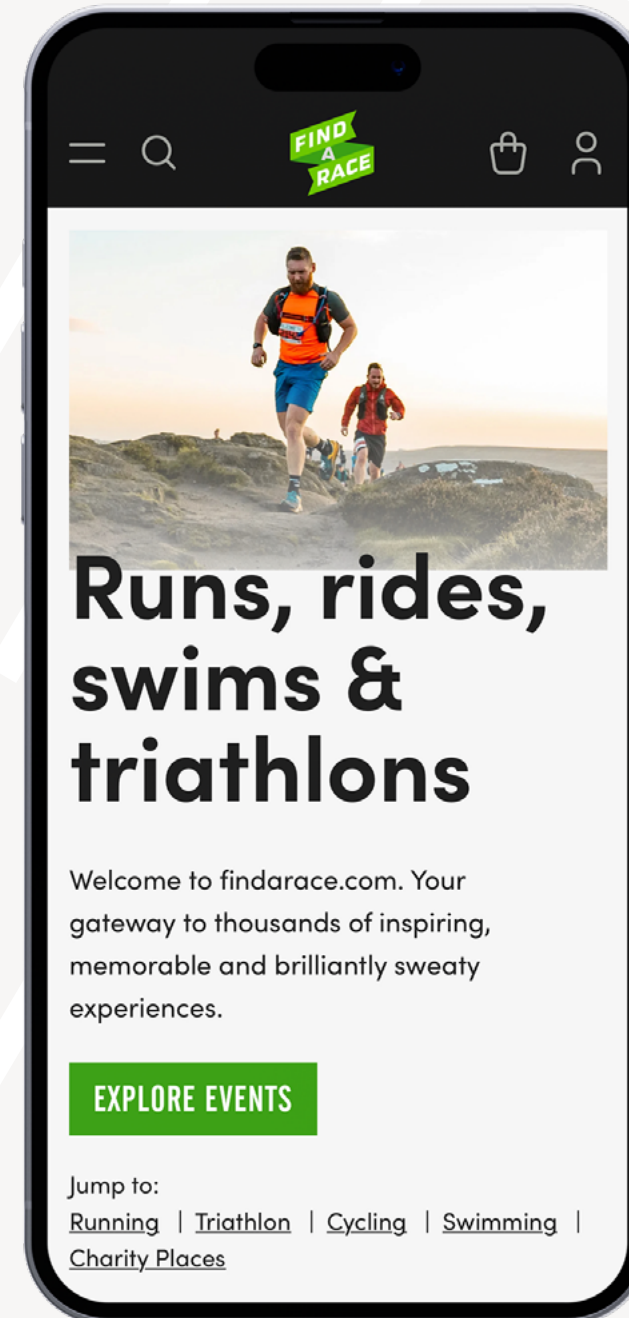
CONTACT

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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'.



The audience

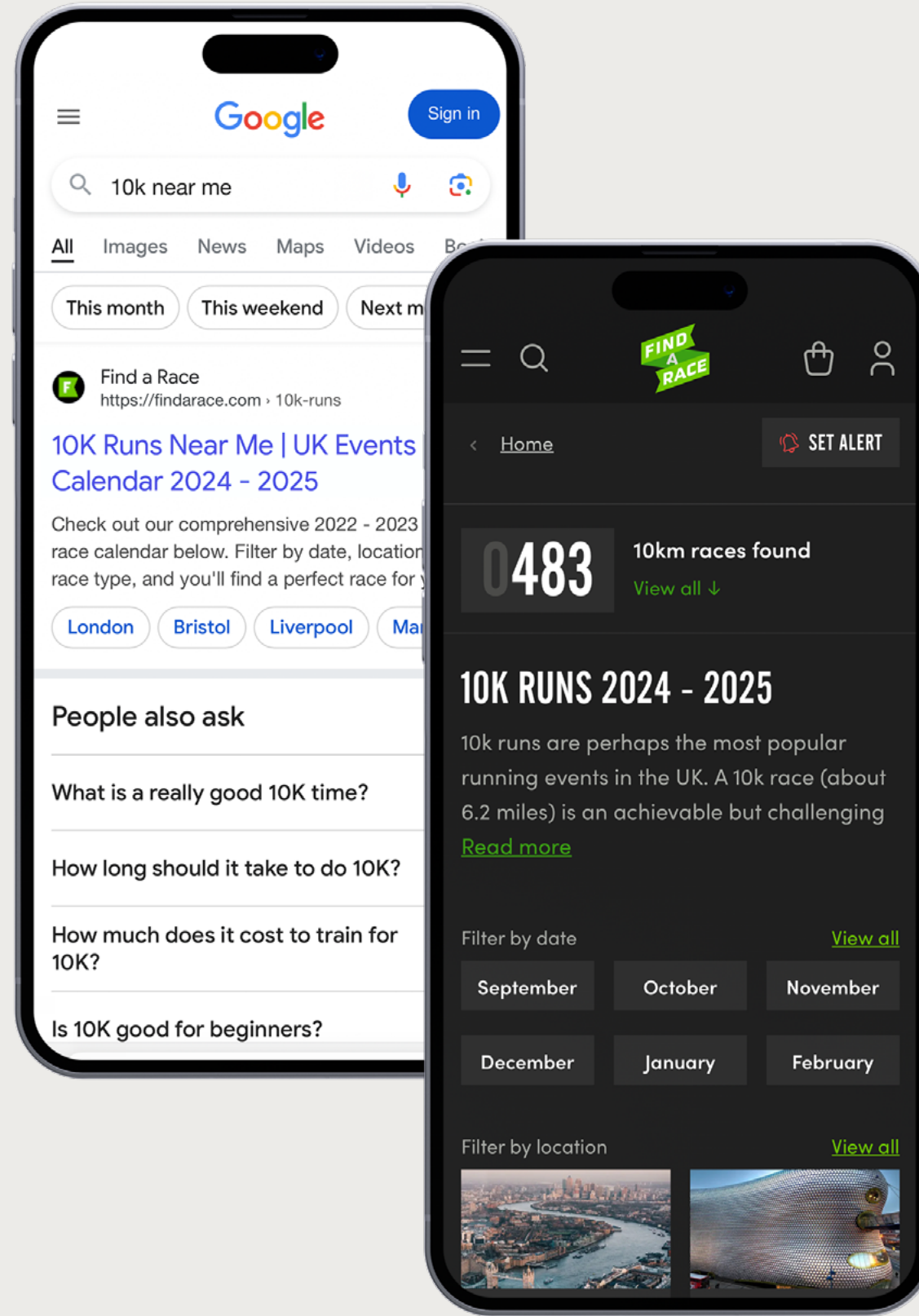
MONTHLY TRAFFIC

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 new to the event.

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



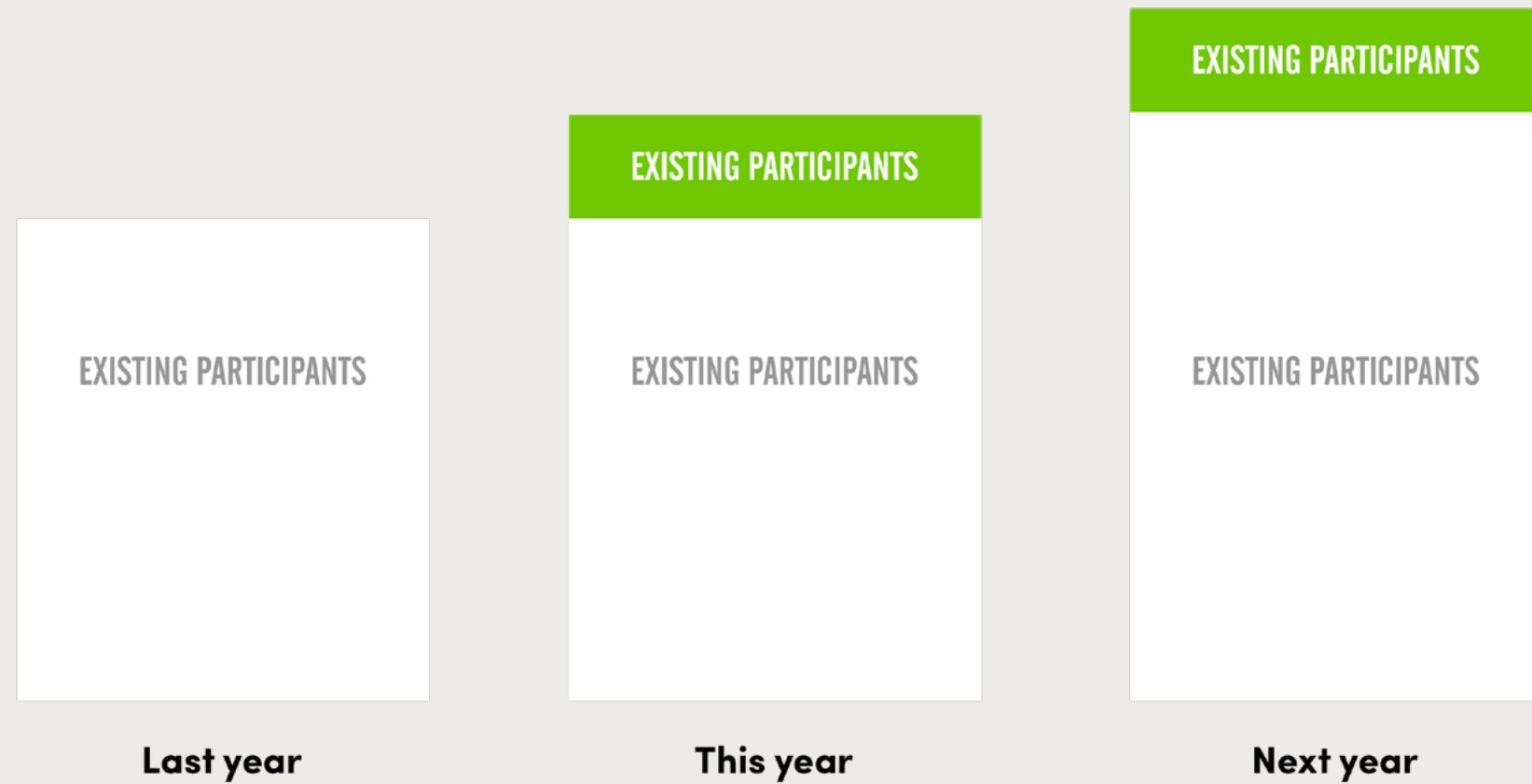
The audience

USERS

Direct	20%
Organic 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.



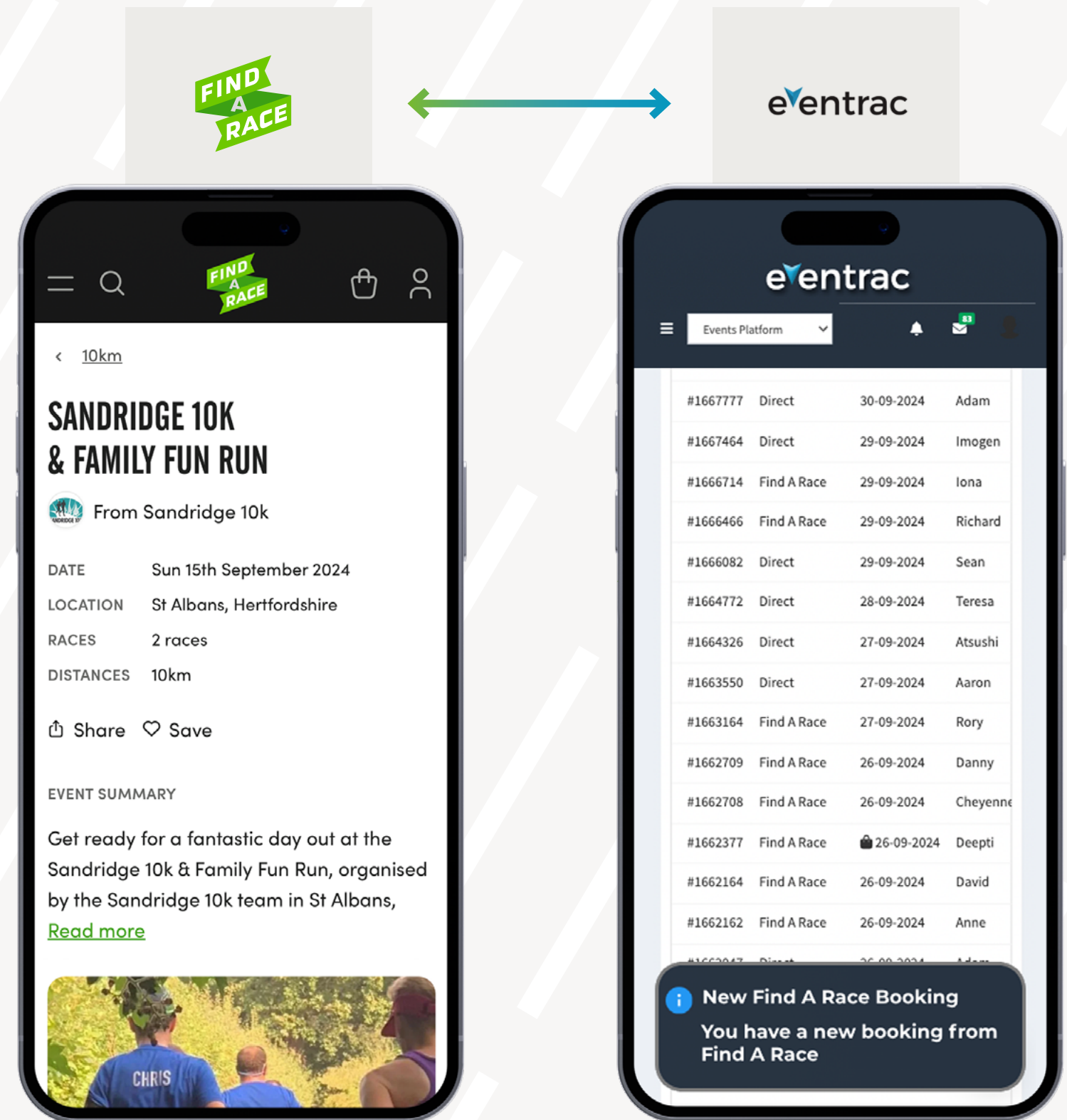
The integration

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.



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.

