



# *Ocean Driven* Theatrical Screening Guide

## Contents

Welcome! ..... 2

Step 1: Setting Up Your Theatrical Screening ..... 3

Step 2: Promoting Your Event ..... 6

Step 3: The Day of Your Event ..... 9

Step 4: Following Up with Your Audience ..... 10



## Welcome!

We're thrilled to help you host a theatrical screening of *Ocean Driven* through the [Tugg.com](https://tugg.com) web platform. Tugg enables individuals, groups, and organizations to set up personalized screenings of *Ocean Driven* in venues across the country.

An *Ocean Driven* theatrical screening is **free to set up** through Tugg, and your organization receives **5% of total ticket sales**. Once **enough tickets are sold, your event is confirmed!**

This guide walks you through the process of setting up your event, and provides you with information on how to successfully promote your Tugg screening.

We recommend allowing 5–7 weeks to plan and promote your event. The *Ocean Driven Theatrical Screening Resource Kit* together with this guide will provide you with the tools you need for a successful screening.

*Please Note:* This guide is intended for people looking to host a screening of *Ocean Driven* at a movie theater in their town. If you are looking to host a community screening at a non-theatrical venue, such as a community center, educational institution, or outdoor event, please download our Community Screening Guide.

## Keys to Success

Most people are not used to purchasing movie tickets days or weeks in advance. But, in order for your screening to be confirmed by the theater, your event needs to pre-sell a certain number of tickets—the “threshold.” It’s essential you communicate this to your audience to ensure they purchase tickets in advance. If enough tickets are not sold before the deadline, the screening is cancelled and no one is charged for the reservation.

Once the threshold is met, your event is on! Now, let’s get started!



## Step 1: Setting Up Your Theatrical Screening

In this section, you'll learn how to complete and submit your theater request using Tugg's [Event Request Form](#), which provides the Tugg team with the details they'll need to process your request.

### Selecting Your Event Details

When submitting your request through the [Event Request Form](#), you'll start by providing the folks at Tugg the details for your event: venue, date, and time. Here are some tips to guide you along the way:

- **Venue:** Tugg operates with a large number of national, regional, and independent theaters nationwide. You'll first be prompted to enter a city, zip code, or landmark, at which point the form will show you Tugg-partnered theaters in your area.
- **Date:** We suggest choosing a date at least 5–7 weeks away so that you have enough time to get the word out to your community. It's best to choose Monday through Thursday as venues are more available on weekdays and thresholds tend to be lower.
- **Time:** Showtimes on weekdays are generally 3:30PM, 5:30PM, 7:30PM, and 9:30PM, so it's best to choose one of these time slots to ensure your screening request is approved.

### Making Your Event Special

Customize your event by adding special features to go along with the film screening. Introductions, discussions, or Q&As can transform your screening into an even more meaningful and impactful event. The Event Details section of your form includes two boxes where you can provide info that will be included on your Event Page:

- **Event Description:** This is a synopsis of your event—your pitch to the world for why folks should attend. Be sure to stress the spirit of the film and why people need to see the movie together.
- **Special Features Description:** Think about what special features you'll want and list them here—your Tugg Point Person will confirm the details with you and request the appropriate amount of extra time before and/or after the film itself. *Note: If you think you'll want to include special features but are not sure about the specifics, indicate that in these boxes and Tugg will block out the extra time for you.*



## **More Ways to Customize: Fundraising & Sponsorship**

Adding a fundraising element to your screening or finding sponsors for your event isn't necessary; however, both are great ways to involve your community and generate funding for your initiative.

### **Your Event as a Fundraiser**

As the event's promoter, you can choose to set up your event as a fundraiser, enabling event attendees to make contributions toward a given cause, charity, or organization in addition to their ticket purchase. **These contributions go directly to you, the promoter, who is then responsible for getting the funds to the organization or cause.**

If you'd like your screening to double as a fundraiser, check the box in the "Fundraising" section of your Tugg Event Request Form and a Tugg team member will follow up with you about next steps after you submit your request.

**Contribution Levels & Perks:** You can include up to five levels of contributions, and you can associate a reward (perk) and/or description with each level. Attendees will be able to select the amount they would like to contribute in addition to their ticket purchase. *Note: The minimum contribution level cannot be less than \$10.*

We recommend including a perk with the contribution—no matter how big or small, a token of your appreciation can mean a lot to someone.

### **Examples of Past Events with Contributions:**

- [\*Honor Flight - D'Ibeville, MS\*](#): The Mississippi Gulf Coast Honor Flight raised over \$1,200 to fly WWII veterans to Washington, DC.
- [\*Burma VJ: Reporting From a Closed Country - Austin, TX\*](#): A member of Bridges to Burma raised \$400 toward funding two village schools with grade school primers, school supplies, and a new teacher.
- [\*Spark: A Burning Man Story - Sacramento, CA\*](#): The Sacramento region of Burning Man raised \$875 toward The Playa Queen—a two-deck riverboat built, transported, enjoyed, and ceremoniously burned within the Circle of Regional Effigies for Burning Man.

### **Finding a Sponsor for Your Event**

One of the best ways to fill the seats for your event is by partnering with a local organization, business, or individual interested in sponsoring your event. Sponsors for screenings can opt to support the event by purchasing tickets and giving them to community members, or supporting the event through other means, such as promotional efforts.



Additionally, Tugg allows events to use the “Sponsorship Tool” through which event sponsors can sponsor screenings for certain price points, with the amount of the sponsorship going to subsidize all or part of the ticket cost. If you would like to consider using this feature, check the Sponsorship box in the Event Request Form. *Note: In order to utilize Tugg’s Sponsorship Tool, you’ll need to secure the sponsor prior to publishing your event page.*

## **Completing and Processing Your Event Request**

Now that you have input your event details and customization options, you’re ready to submit your request to Tugg! Tugg will review the request details, and contact the theater for approval based on your provided details.

### **Hang Tight!**

Please note that it can take 5–10 business days for Tugg to confirm your event details with the theater. If any details require amendment, a Tugg representative will work with you to adjust your request

To be proactive, start listing the friends, family, followers, clubs, and organizations you’ll invite to the screening. That way you’ll have a head start when tickets go on sale!

### **Your Event Page**

Once the theater has confirmed availability and approved the event, you’ll receive your Tugg Event Page, through which folks can reserve their tickets and find out more details on the event. This is the page that you’ll want to share far and wide!

Your Event Page includes a unique URL that looks like this:

<https://www.tugg.com/events/2891>. Use this URL when sharing your event, as it will allow you to utilize Tugg’s Promoter Analytics Tool and see the success of your various forms of outreach. *Note: You need to be logged into your Tugg account when sharing to make sure your efforts are properly tracked.*

Read Promoter Tools in your Screening Resource Kit to learn more about Promoter Analytics.





## Step 2: Promoting Your Event

Now that you have your Event Page on Tugg, it's time to spread the word!

### Your Goals

Remember that **you must pre-sell a certain number of tickets—the “threshold”—for the screening to be confirmed.** If enough tickets are not sold before the deadline, the screening is cancelled and no one is charged for the reservation.

Communicating this message to your networks is essential because most people are not used to purchasing movie tickets days or weeks in advance.

As you promote your event to your friends, family, and community, remember to always:

- **Encourage Action:** The success of your screening depends on the direct action of your audience, so rally the community. Make sure you communicate that **the event will only happen if enough tickets are reserved before the deadline**—this is essential since most folks are used to buying movie tickets the day of the event.
- **Provide Necessary Info:** Always provide the event information and the link to your Event Page so people can easily reserve a ticket. Here's an example:

“We have set up our very own *Ocean Driven* screening at **[Theater Name]** through Tugg and we need your support! We need to sell **[Tickets Needed]** tickets before the deadline on **[Deadline Date and Time]** in order to make this screening happen! Get your tickets here: **[Tugg Event URL]**”

### Your Outreach Strategy

Cast a wide net—reach out to friends, family, groups, organizations, and individuals who would be interested in attending and helping to promote your screening.

#### **Your Personal Network**

Get the word out to your family and friends by sending a personalized email using the Outreach Email Template-Friends and Family in your Screening Resource Kit. Make sure to customize your correspondence—a heartfelt, personalized email can go a long way!

#### **Your Social Media Network**

Next, you'll want to post to your social networks about the event. Check out the Social Media Outreach Template in your Screening Resource Kit for sample posts to help get you started.



Remember, the average social media post is only seen by about 15% of your network, so continue to post every few days to make sure that all of your friends and followers hear about the event.

We encourage you to create a Facebook event to invite folks to—see [Creating Your Facebook Event](#) in your Screening Kit for more info.

### **Finding Influencers**

Once you've connected with your immediate networks, it's time to think big—an *Ocean Driven* screening is a great way to bring together various communities in support of a great cause.

Reach out to groups, organizations, and individuals in your community that might be interested in helping promote your screening—ask if they'll help spread the word.

In your outreach tell the organization how they will benefit from your screening—you could offer:

- A chance to speak at your screening during the intro
- A chance to moderate a discussion after the film
- A plug for their brand on your Tugg Event Page
- A few free tickets they can offer their members as a giveaway

*Note: Be careful not to offer these perks to too many organizations. Once a few groups are interested in speaking at your event, for example, you'll want to think about new and creative perks to offer others for their time in spreading the word.*

Check out the [Outreach Email Template-Organizations](#) in your Screening Resource Kit [LINK] for ideas on how to best reach out to these groups and organizations.

### **Local Press, Blogs**

A one-time, crowd-funded screening is a great story for a local paper or blog. People in your area would love to hear about this community-driven event.

Contact the editors of local blogs and newspapers using the [Press Release Template](#) [LINK] in your Screening Resource Kit and be sure to include any special information about your screening.



## **Keep Spreading the Word!**

Now that you've shared the event with your family, friends and community, it's very important to follow up and keep your event fresh in everyone's mind. Plus, as the promoter, you'll receive 5% of ticket sales, so the more attendees, the more money you raise!

Here are a few suggestions for how to follow up with folks about your event:

- **Social Media:** Keep your followers in the loop with updates about your screening and news about the film. Share how many tickets you've sold in the last week, stills from the film, or what others have thought about the film. Check out the Social Media Outreach Template and access stills and quotes on the [Ocean Driven website](#) or the Press Kit folder of your Screening Resource Kit.
- **Promoter Messaging:** The Promoter Messaging tool is a great way to connect with the folks who have already purchased tickets to your event. For an overview of how to send Promoter Messages and sample language to use, read Promoter Tools.
- **Personalized Follow Ups:** You have probably come across folks who are excited about your screening but have not purchased tickets yet. Check back in with these folks and encourage them to get their tickets soon!

## **You Met Your Threshold! Now What?**

Congratulations! Thanks to all your hard work, your screening has met its ticket threshold and is now confirmed! Tickets will remain on sale until four hours prior to the event. If it sells out, Tugg may be able to upgrade your event to a larger auditorium if a bigger theater is available.





## Step 3: The Day of Your Event

Your screening day is here! Get ready to sit back and enjoy the movie with your community. Here's what you can expect and some tips for a great event.

### Post on Social Media

If seats still remain, remind friends and followers they still have time to purchase tickets.

### Event Details

On your screening day, you'll receive an email with the pertinent details for your event. If you're responsible for taking tickets, we will provide you with an Attendee List attached to the email. If you do not receive this email at least two hours before your screening, please contact [logistics@tugginc.com](mailto:logistics@tugginc.com).

### Theater Check-In

Arrive at the theater an hour before the screening to check in with theater management. If you have any special features or need to take tickets, you can use this time to discuss the details with the manager.

### Attendee Tickets

All attendees should arrive with either a printed or electronic version of their Tugg ticket. If an attendee's ticket is not available, you can check them in by their name or ID using the Attendee List.

### Introducing Your Event and Encouraging Discussion

Check out our Sample Event Introduction Template for a sample of how to introduce your screening and promote discussion.

### Photos

Last but not least, remember to take photos at your screening! They're a great way to follow up with your audience and to share the experience with those who could not attend.



## Step 4: Following Up with Your Audience

Once your event is complete, you can still keep your community engaged! Here are a couple of ways to thank the audience for attending, and share the experience with those who could not attend.

### **Thank Your Audience**

Send a thank you note to attendees using the Promoter Messaging tool. Just click the blue button at the top of your Event Page labeled “Message Followers” and type your message. Check out the Thank You Template in your Screening Resource Kit [LINK] to get started.

### **Share on Social Media**

Share your photos with us on Facebook and Twitter with the tags:

- @OceanDrivenFilm
- #OceanDriven
- @tugginc



## Outreach Email Template – Friends and Family

Once your Event Page is live, it's time to get the word out! Start by sending emails to friends and family—they're going to be your biggest supporters so it's good to reach out to them first.

Subject:

Help Me Bring *Ocean Driven* to **[City]**!

Body:

Dear family and friends, **OR** Dear **[Name]**,

Great news! I'm hosting a special one-time screening of the film ***Ocean Driven*** on **[Date and Time]** at **[Theater Name]** and I would love for you to come!

*Ocean Driven* explores the life of big wave surfing champion Chris Bertish, inspiring the world with his journey and unearthing the keys to his success. From South Africa's coast to surf breaks around the world, Chris chronicled his unsponsored odyssey over a period of 15 years, leading up to 2010, when, minutes after nearly drowning, he took the world by storm in the biggest waves ever surfed at the Mavericks Big Wave Invitational.

Watch the [thrilling trailer](#) and visit [www.OceanDrivenFilm.com](http://www.OceanDrivenFilm.com) to learn more.

Visit my Event Page **[Event Link URL]** on the Tugg website to learn more and reserve your tickets.

Unlike a traditional movie showing, my screening requires that **[Tickets Needed]** tickets are reserved before the **[Deadline Date]** in order for the screening to occur. I'm going to need your help to make this event happen!

I'd love to see you in the audience, and I'd really appreciate you helping me spread the word. Tell your friends to join us for this special one-time screening of *Ocean Driven*!

Thanks for all your support!

**[Name]**



## Outreach Email Template – Organizations

Once your Event Page is live, it's time to get the word out! A great way to get support for your screenings is by encouraging local organizations, non-profits, and film meetups to help spread the word. You can look up their contact information online or reach out through social media.

**Subject:** Collaborating with [Organization] to bring *Ocean Driven* to [Town]

### **Body:**

Dear [Name],

Congratulations for [consider adding sincere praise—it's always well-received!].

I'm organizing a screening of the award-winning film *Ocean Driven*, on [Date], in [City], at the [Theater Name].

I believe this film will resonate strongly with your members and supporters because [Organization-Specific Reason]. Would you take a moment to share our event information [Event Link URL] with your community? In exchange for your support, you (or a member of your organization) are welcome to address the audience before or after the event. We can also feature your organization on our event page [Event Link URL].

### **Here's a brief synopsis of the film:**

*Ocean Driven* explores the life of big wave surfing champion Chris Bertish, inspiring the world with his journey and unearthing the keys to his success. From South Africa's coast to surf breaks around the world, Chris chronicled his unsponsored odyssey over a period of 15 years, leading up to 2010, when, minutes after nearly drowning, he took the world by storm in the biggest waves ever surfed at the Mavericks Big Wave Invitational.

Watch the [thrilling trailer](#) and visit [www.OceanDrivenFilm.com](http://www.OceanDrivenFilm.com) to learn more.

Unlike traditional movie showings, this screening will only happen if [Tickets Needed] tickets are reserved before [Deadline Date], so I'm seeking the help of the community to spread the word.

I'd love to connect and discuss this screening with you further. You can reach me at [Phone] or [Email].

Best Regards,  
[Name]



## Social Media Outreach Template

Promote your *Ocean Driven* screening by sharing your event through social media posts to your friends, family, followers, and community!

Create frequent, fun, and memorable Facebook, Instagram, and Twitter posts to get the word out about your screening. Include some of these tags in your posts: @OceanDrivenFilm, #OceanDriven, @TuggInc, #TuggInc.

### Example Facebook Posts:

- We have set up our very own [Ocean Driven](#) screening at [Theater Name] through Tugg and we need your support! We need to sell [Tickets Needed] tickets before the deadline on [Deadline Date and Time] in order to make this screening happen! Get your tickets here: [Tugg Event URL]
- I'm hosting a screening of the powerful and inspirational surf odyssey *Ocean Driven* on [Date] at [Venue]! The screening will only happen if we sell [Tickets Needed] before the deadline. [Watch the thrilling trailer](#) and purchase your ticket today at [Event Page URL].
- Join me in watching [Ocean Driven](#) on [Date] at [Venue]! Go to [Event Page URL] and buy a ticket today!
- Reserve your tickets for my upcoming screening of *Ocean Driven*, a true surf odyssey. [Watch the thrilling trailer](#) of this powerful film about a South African big wave pioneer who overcomes obstacles and fears, inspiring us to never give up in pursuit of our dreams. Join me on [Date] at [Venue]! Go to [Event Page URL] to get your tickets before they sell out!
- I only need to sell [#] tickets to make my screening of [Ocean Driven](#) happen on [Date] at [Venue]. It's going to be a night to remember, so support me and support this film by reserving your ticket before the deadline! [Event Page URL]
- I'm trying to host a screening of a film I love called *Ocean Driven*, but it can only happen if I sell [#] tickets. Join me on [Date] at [Venue] to watch this powerful film about a South African big wave pioneer who overcomes obstacles and fears, inspiring us to never give up in pursuit of our dreams. [Watch the thrilling trailer](#) and go to [Event Page URL] to get your tickets before they sell out!

*Note: A Facebook post is on average only seen by 15% of your friends or followers, so don't rely on just a couple of posts. Keep sharing! That's the only way to guarantee your message gets out! Also, be sure to tag both the film's and Tugg's Facebook page in these posts so that we can help get the word out.*





### Example Twitter/Instagram Posts:

- Can't wait for my @TuggInc screening of **@OceanDrivenFilm**! Come out and join the community in viewing this film: **[Event Page URL]**
- We only need **[Tickets Needed]** to guarantee our screening of **@OceanDrivenFilm** at **[Theater Name]** – buy your ticket today **[Event Page URL]**!
- Remember to reserve your tickets to my screening of **@OceanDrivenFilm** before the box office closes! **[Event Page Link]**
- Reserve your tickets for my screening of **@OceanDrivenFilm** today! The box office closes in **[Days--Hours--Minutes]**. **[Event page link]**
- Live in the **[#City]** area? Check out this @TuggInc screening of **@OceanDrivenFilm** on **[Date]**! **[Event Page Link]**



# Promoter Tools

Promoter Messaging and Promoter Analytics are two tools that you can use to help make your event a success.

## Promoter Messaging

### Introduction

As the event Promoter, you'll be able to directly message the people who have reserved tickets to your event or opted to follow the event. Through Promoter Messages, you can encourage your attendees to help spread the word about the event. The more champions you have for your screening, the better!

Send a message to followers

For Events

For Titles

To followers of these events

#4789 The United States of Autism (Aug 05 07:30 pm, 47 followers) X

47 follower(s) will receive this message

Email Subject

Spread the Word - 5 More Days to Guarantee t

Reply to

bill.smith@tugginc.com

Body

Undo

Redo

**B**

*I*

U

ABC

☰

☷

HTML

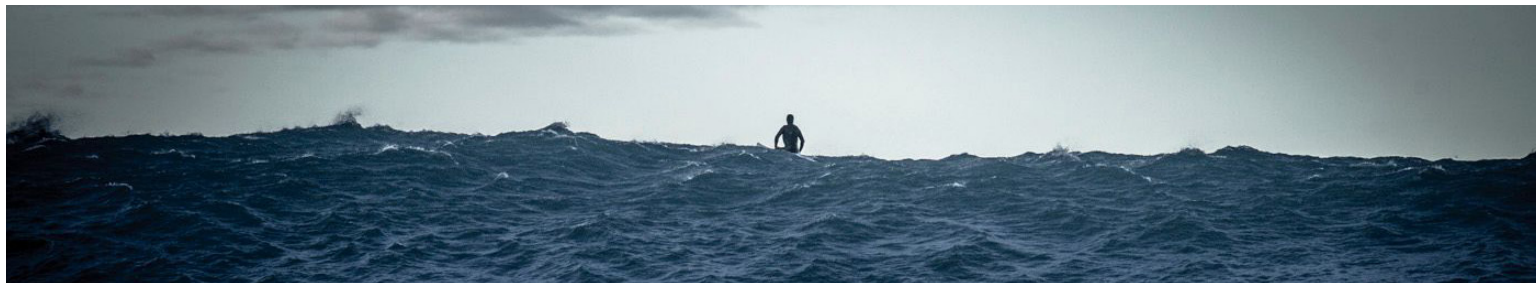
Thanks for helping support our screening of The United States of Autism!

These screenings only happen with the support of the audience, which is why it's important for everyone to help spread the word so we can bring this great film to the local theater. We currently need to sell 10 more tickets before the event deadline, and I know we can do it with your help!

Here's how you can help spread the word:

1. Sharing the event link below on Facebook, Twitter, etc. and ask folks to reserve their tickets now!

Path: n



## How to Access Promoter Messaging

Click the blue button at the top of your Event Page labeled “Message Followers” to send messages to all attendees.



**The United States of Autism**  
Presented by Kyan's Team

[Message Followers](#) ?

**Monday, August 05 7:30PM - 9:15PM**  
at [Cinemark Tinseltown and XD - Jacksonville](#)  
4535 Southside Blvd, Jacksonville, FL, 32216 ([map](#))  
\$10.00 General

**HAPPENED** You should have been there, this event was pro

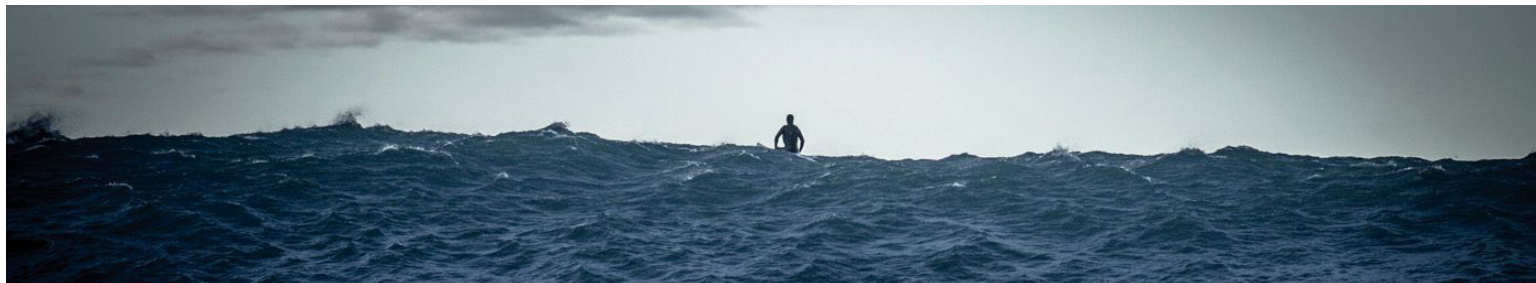
Going **105**  This Event has **Happened**

## Message Templates

You can use Promoter Messages to update attendees about your event and encourage them to share about the event. Once your event is complete, you can message past attendees to let them know about your next screening or other events you are planning for the community.

Here are a few templates to get you started—remember to personalize these for your screening and mission.

*Please Note: You'll note that whenever you start a new message, a unique event URL will be pre-populated into the message. Be sure to always share this link, as it will be important for using the Promoter Analytics tool as described below.*



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## Template One: Event is Below Threshold

### Subject:

Don't Miss This Experience – Only **[# DAYS]** to Get **[# NEEDED]** More RSVPs to *Ocean Driven*

### Body of Message:

Hi there!

Thanks for getting a ticket to my ***Ocean Driven*** event! I need your help...

**This screening can only happen if we get **[#]** more RSVPs in **[#]** DAYS**, which is why I need you to tell everyone you know. We're almost there!

**Share the Link: **[EVENT PAGE LINK]****

**Here's what you can do right now:**

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @OceanDrivenFilm #oceandriven, @TuggInc.
3. **Tell everyone you know about this event!**
4. **Find 5 friends to pledge to sell 5 tickets each.**
5. Do you belong to any organizations or clubs? Tell the members about the screening! **Post on Facebook groups, local event calendars, and meetup pages.**

*Ocean Driven* is meant to be seen together on the big screen, so let's enjoy this film with our friends and family—share the link above and we'll make this happen!

Best,  
**[NAME]**



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## Template Two: Event is Above Threshold, General

Subject:

Spread the Word – **[Days Until Deadline]** More Days to Get Tickets to *Ocean Driven* Screening

Body of Message:

Hi there!

Thanks for making my ***Ocean Driven*** event happen!

Tickets are selling quickly – we only have **[#Seats Remaining]** more seats available, so be sure to spread the word before tickets sell out!

**Share the Link: [EVENT PAGE LINK]**

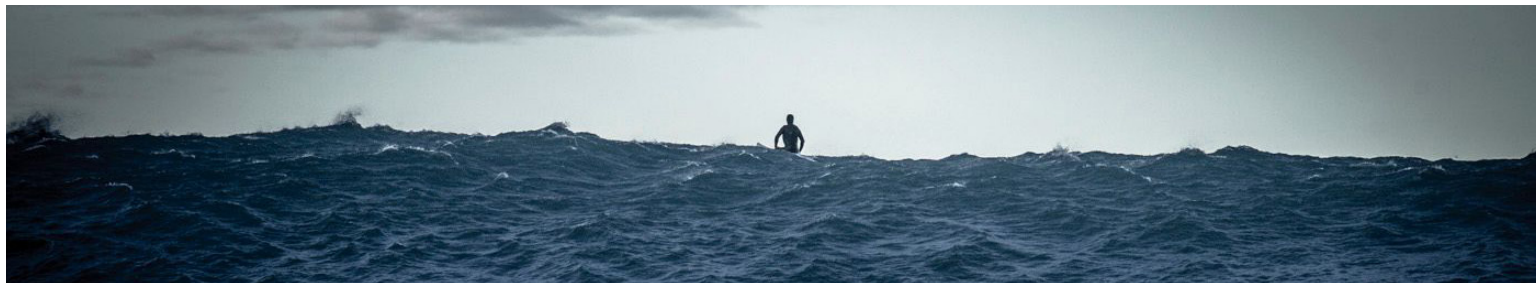
**Here's what you can do right now:**

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @OceanDrivenFilm, #OceanDriven, @TuggInc
3. **Tell everyone you know about this event!**
4. Do you belong to any organizations or clubs? Tell the members about the screening! **Post on Facebook groups, local event calendars, and meetup pages.**

See you at the show!

Best,  
**[NAME]**





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### Template Three: Event is Tonight

Subject:

Spread the Word – Only **[#Hours Until Box Office is Closed]** More Hours to Get Tickets to Tonight's Event

Body of Message:

Hi there!

Thanks for making my ***Ocean Driven*** event happen and for spreading the word!

We're nearing the finish line—we only have **[#Seats Remaining]** more seats available, so this is your last chance to tell everyone you know!

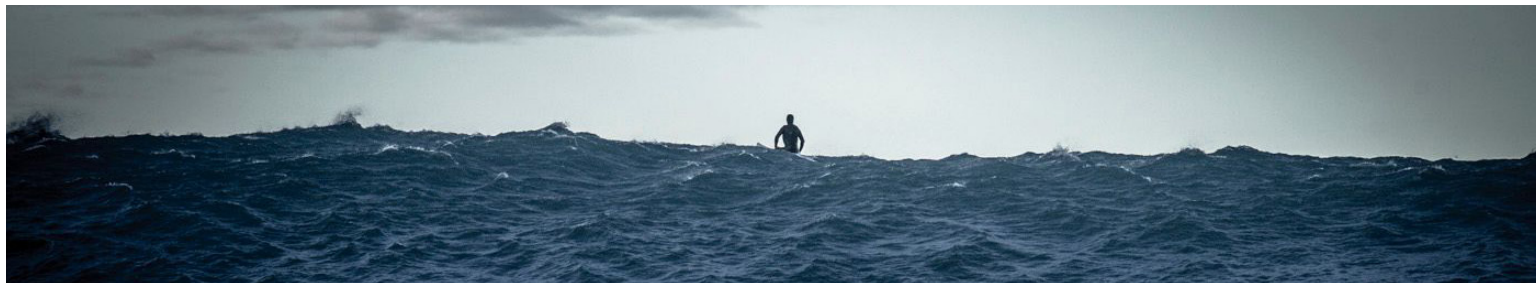
**Share the Link: [EVENT PAGE LINK]**

**Here's what you can do right now:**

1. **Buy a few more tickets!** Give the extras to your friends and family.
2. **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @OceanDrivenFilm, #OceanDriven, @TuggInc
3. Do you belong to any organizations or clubs? Tell the members about the screening! **Post on Facebook groups, local event calendars, and meetup pages.**

See you tonight and don't forget to print your tickets!

Best,  
**[NAME]**



## **Promoter Analytics**

Tugg's Analytics tool helps you understand where your attendees are coming from: Facebook, Twitter, email, etc. Using this tool will allow you to better understand what type of promotion is working best.

## **Unique URL for Your Event**

In order to utilize the Analytics tool, you need to use the unique event URL that is located beneath the movie poster on your event page. You must be logged in to see your unique event URL. It will look something like <http://www.tugg.com/go/emdgtl>, for example. Always make sure to use this event URL when sharing your event.



**Share This Event**

[f Share](#) [Tweet](#) [Email](#) [+](#)

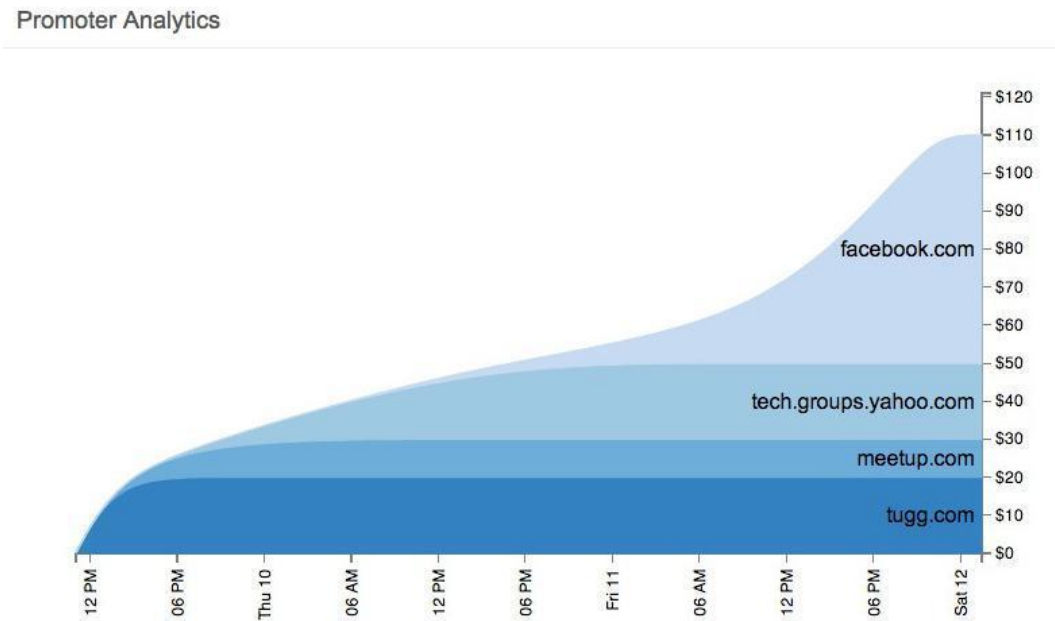
**Link** <http://www.tugg.com/go/rv7wgf>

Spread the word about this event to help make it happen.



Accessing Promoter Analytics

To access the Analytics for your event, visit the “My Analytics” section of My Tugg here: [https://www.tugg.com/my\\_tugg/events/shared](https://www.tugg.com/my_tugg/events/shared). You can then click the blue “Promoter Analytics” button under each event to get an in-depth look at where your ticket purchases (“Referrals”) are coming from and when they occurred.



2367: The Revisionaries (executed)

AMC Oakview Plaza 24 (3555 South 140th Plaza, Omaha, NE, United States of America, 68144) - 01/15/13  
07:30 pm

Referrer	Tickets	Revenue	Conversions
facebook.com	6	\$60.00	3
tech.groups.yahoo.com	2	\$20.00	1
tugg.com	2	\$20.00	1
meetup.com	1	\$10.00	1
Total	11	\$110.00	6
Clicks			84

Promoter Analytics