



Sell More Tickets

8 Simple But Powerful Strategies to
Drive Higher Online Ticket Sales

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Agenda

Easy Personalization

RELEVANT MESSAGING DRIVES CONVERSION

01 **The Power of Segmentation**
Dynamic Price Differentiation

02 **Exclusive Access**
The Importance of Verification

03 **Let's Get Personal**
Social Amplification

04 **Keep in Touch**
CRM

Cast a Wider Net

INNOVATIVE TRAFFIC DRIVERS

05 **Social Shareability**
InviteMore™, Link Sharing, Other Tools

06 **Driving Traffic**
SEO/SEM

07 **Let's Chat**
Live On-Site Help Chat

08 **Leverage FOMO**
Create a Sense of Urgency

Segmentation: The Strategy

- The next **transformative era** to follow dynamic pricing will be **Dynamic Price Differentiation**

What is it?

- **Grouping fans** based on shared characteristics to form **discrete sales channels** with exclusive pricing offerings, add-ons, benefits, or recognition
- **Dynamic Price Differentiation** is just emerging on the internet
- The power of **discrete** and privileged access

Segmentation: Forms Discrete Sales Channels

- Drives loyalty & repeat purchases; conversion rates **6x or more**
- **No impact** on dynamic pricing
- **Deeper brand connection**, sense of privileged fan status
- **Segmentation** enables **personalized**, tailored & relevant fan/consumer **messaging**

6x

higher conversion
rates or more

96%

of Students are more likely
to make a repeat purchase if
offered a student discount

87%

of Seniors seek
senior discounts

94%

of purchasers are more likely
to take advantage of an
exclusive offer

Segmentation: How It's Done

Examples of key target audiences that form strategic audience segments



Seniors

85 Mil
Ages 60+



Students

20 Mil
7.1K Colleges



Teachers

10 Mil
137K Schools



Healthcare
Workers

16 Mil



Millennials

72 Mil
Ages 21-39



Gen-Xers

35 Mil
Ages 40-59

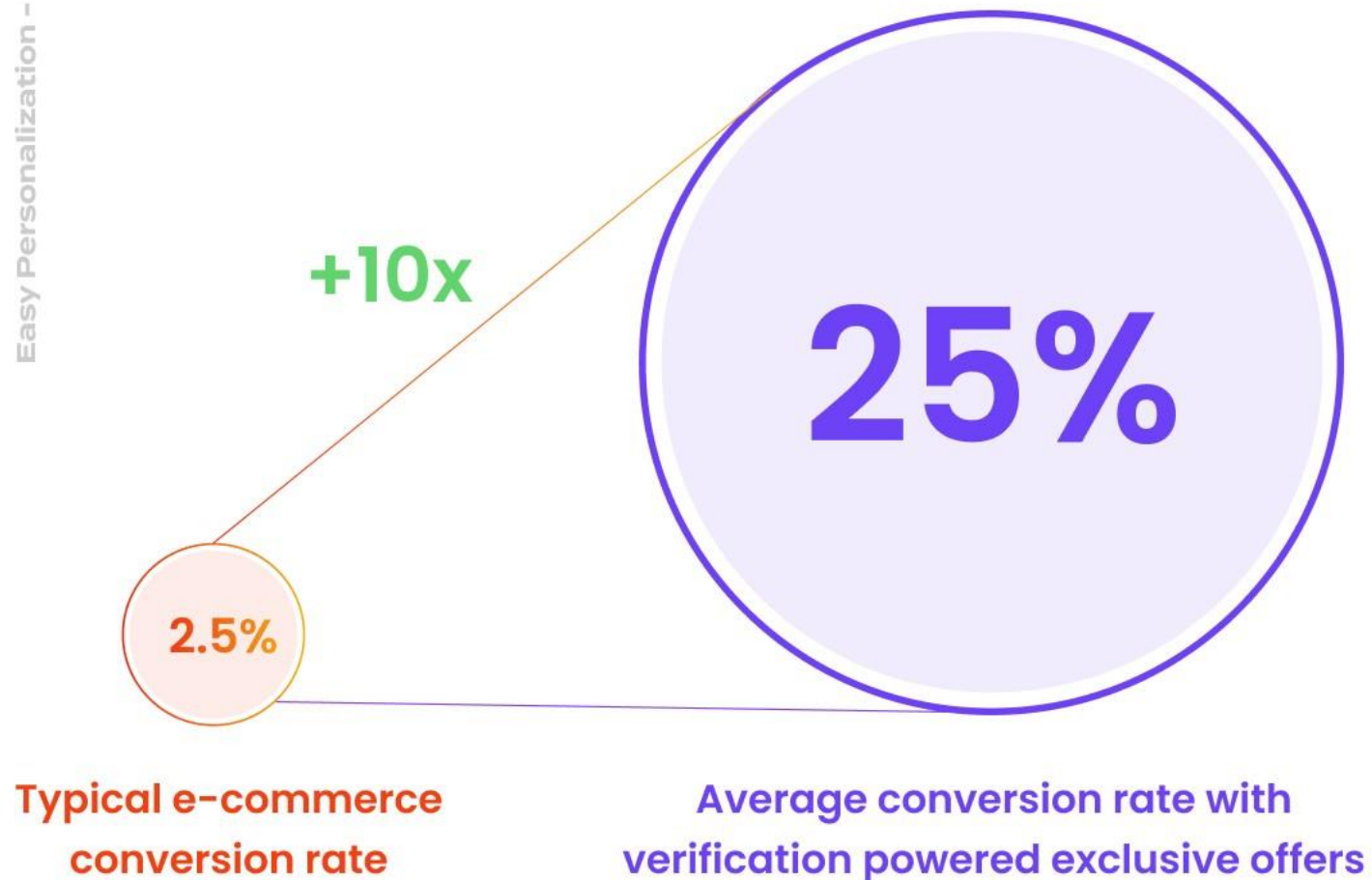


Residents



Sponsor/
Partnership
Orgs.

Verification: Higher Conversion Rates



- **Discrete Sales Channels = Segmentation + Verification**
- Increases **conversion rates** by up to **10x**
- Ensures **sales channel integrity**

Verification: Exclusive Offers

- **Easy implementation:** Virtually no IT-Integration required; seamlessly integrates in the ticket flow.
- **Dynamic price differentiation** does not impact dynamic pricing systems
- **Exclusive offers do not have to be discounts**, but can be add-ons, recognition, early access, etc.



19%

Average lift in sales
from brands that
personalize*



94%

Of consumers say they would take
advantage of an exclusive offer*



78%

More likely to be a repeat purchaser
if they receive targeted,
personalized offers*

**Harris*

Verification: How It's Done



Create Free Account

Min 6 chars, Must use upper and lower character

Already have an account? [Login here](#)

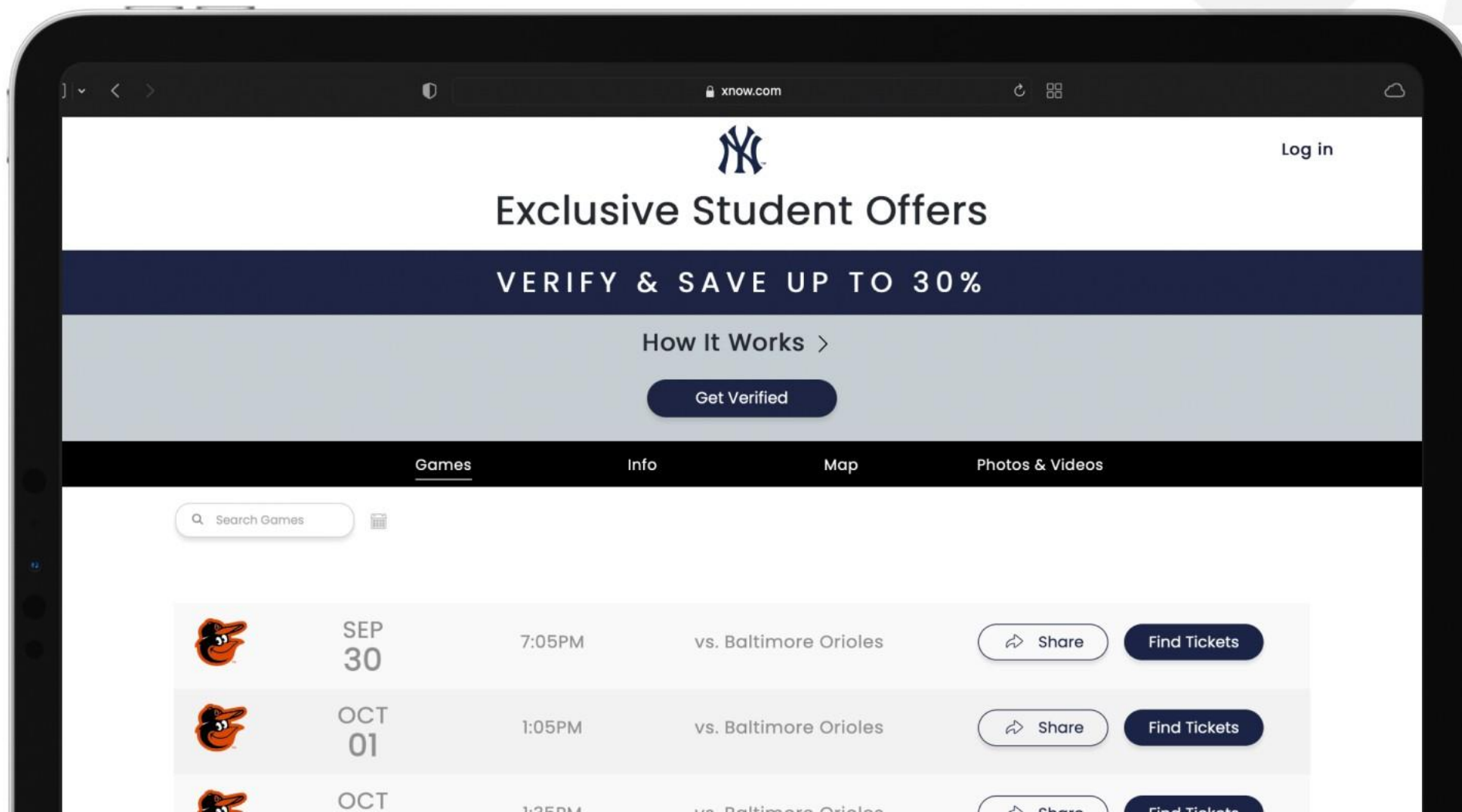
By Signing up, you confirm that you've read and accepted our [Terms of Service](#) & [Privacy Policy](#).

Powered by **X NOW**

Quick & Simple to Use

- ✓ No Need For IDs, SSNs, or Compromising PII
- ✓ AI systems with proprietary databases confirm identity & eligibility.
- ✓ You control all messaging offers & recognition

Verification: How It's Done



Social Amplification: The Strategy

- While **social media** is about **volume & scale**, yet true success is through **personalization**
- **Personalization** is achieved through **creative (80%)** but also in **targeting (20%)**
 - **Creative is Power** - short clips in social media Ads drives 27.4X higher click-thru than standard banners
- **New Tech & Social** - TikTok is beginning to dominate in e-comm influence



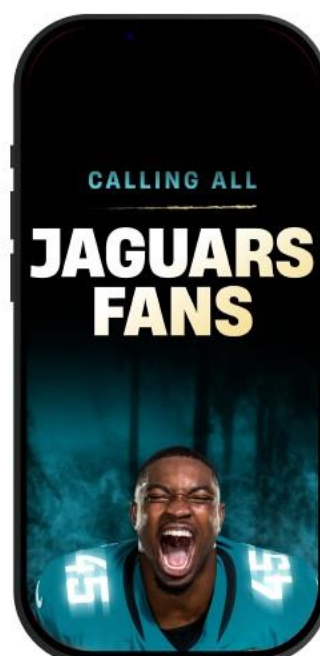
Social Amplification: Creative



Dolphins



Yankees



Jaguars



Giants



Capitals

Social Amplification: Targeting

Our Smart Audience Targeting Showcase

People who match:

- Interests: Association of Women Surgeons, Miami Dolphins, NFL on NBC, NFL on Fox, The NFL Today, Society of American Gastrointestinal and Endoscopic Surgeons, American Association of Neurological Surgeons, Miami Dolphins Cheerleaders or Society of Thoracic Surgeons
- Employers: Nurse anesthetist or University Hospitals
- Job title: Cardiovascular Surgeon, Cardiology, General practitioner, Pediatric Surgeon, Doctor, Anesthesiologist, Neurosurgery, Nurse practitioner, Dentist, Nurse anesthetist, Optometry, Dentist/Orthodontist, Emergency Medicine Resident Physician, Pediatric Resident Physician, Neurology Resident, Surgical Resident, Anesthesiologist/Physician, Resident Physician, Internal Medicine, MD Physician-Dermatologist, Medical Doctor/Orthopaedic Surgery and Sports Medicine, Operating Room Nurse, Staff Nurse, Emergency Department, RN Staff Nurse, Obstetrician/Gynecologist, Gynecologist, Licensed Practical Nurse (LPN), Doctor (Dr), Oncologist, Family Medicine Physician, Ophthalmologist, Medical/Surgery Registered Nurse (Med/Surg RN), Emergency Room Nurse, Urologic Surgeon, Registered Nurse (RN), Oral Surgeon, Doctor of Medicine, Dental Surgery Doctor (DDS), Radiologist, Family Physician, Urologist MD, Endocrinologist, Emergency Room RN, Neurologist, Critical Care Nurse, Anesthesiology Resident, Medical Doctor MD/Medical Director, Oncology RN (Oncology Registered Nurse), Resident Physician, Dermatologist, Optometry Doctor (OD), Internal Medicine Doctor, OB/GYN Physician, Emergency Medicine Physician, Medical Doctor (MD), Vascular Surgeon, University Hospitals, Resident Doctor, Cardiothoracic Surgeon, Orthopedic Surgeon, Internal Medicine Physician, Plastic Surgeon, Neurosurgeon, Pediatric Cardiologist, Surgical Nurse, OB/GYN Doctor (Obstetrics/Gynecology Doctor), Obstetrics Gynecology MD (Ob Gyn MD), Endodontist, Gastroenterologist, Pediatrician/Medical Doctor, Medical Resident, Internist, Medical Doctor MD or Urologist
- Industry: Healthcare and medical services

Miami Dolphins *Healthcare* Facebook Targeting Example:

Job Titles
Employers
Interests
Behaviors
Location
Age
Industry

Example

Job Title: Cardiovascular Surgeon

Social Amplification: The Results



+300% – 900%
Over Industry Benchmark

Average

**4%
–
9%**

CTR
(Click Thru Rate*)

Spotlight Paid Social Volume Metrics
~2 Month Campaign

Total

1.9M

Ad
Video Plays

Total

10,647

Net Landing
Page Views
(LPVs)

Cast a Wider Net: Innovative Traffic Drivers

CRM: Verification Updated To Your CRM



STEP 1

Collect verification data & demographics from users



STEP 3

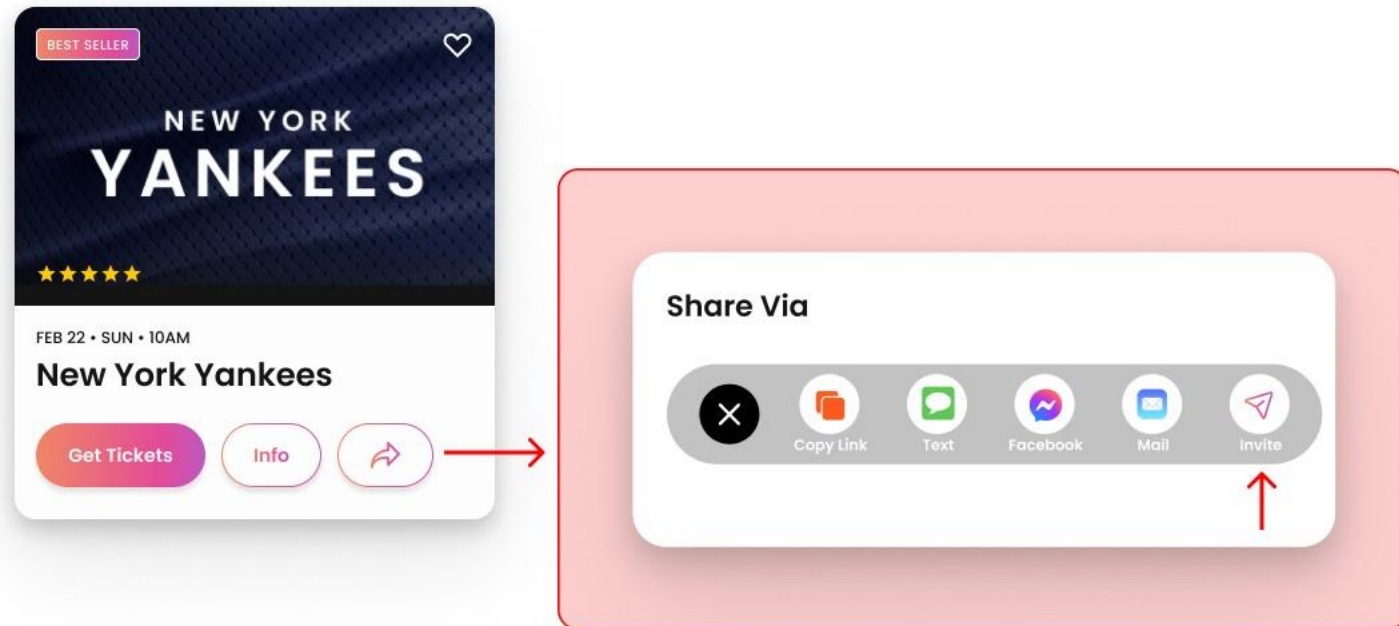
Data **auto-updates** if any changes

Social Shareability: The Strategy

- Easy event link sharing tactics that cost little to nothing to do

Event & Ticketing Link Sharing

- Attracting new fans: Millennials enjoy interacting in a group; much more likely to attend a event/game if invited as part of a group.



Social Shareability: The Benefits

Make it Social

- Organic promotion & friend referrals are the most powerful drivers of conversion

Friends Are Key

- Social media users overwhelmingly trust other users as their “preferred” influencer, 37% more likely to buy than from a brand post.

Social Cascading of Referrals

- 66% of people who attend events were encouraged or invited by a friend. (Meta)

Social Shareability: How It Works

End-to-End Social Amplification - InviteMore™

[← Back](#) | **1 Details** | 2 Invite Template | 3 Invite List | 4 Review and Send

Add Invitees

Invitees can use your discount for this event!

☒ Send via Both ☐ Send via Email ☐ Send via Phone

First Name	Last Name	Email	Phone
Kimbel	Farwell	kimbel@experiencenow.com	684-555-0102
Kathryn	Murphy	kathryn@google.com	229-555-0109
Marvin	McKinney	marvin@experiencenow.com	-
Savannah	Nguyen	Required if no phone	Required if no email



Hey, let's go together

📅 Saturday, Nov 26 at 6:30PM

📍 401 E. Amando Rd, Palm Springs, CA 92262

The road is blocked, the entrance is on the other side!

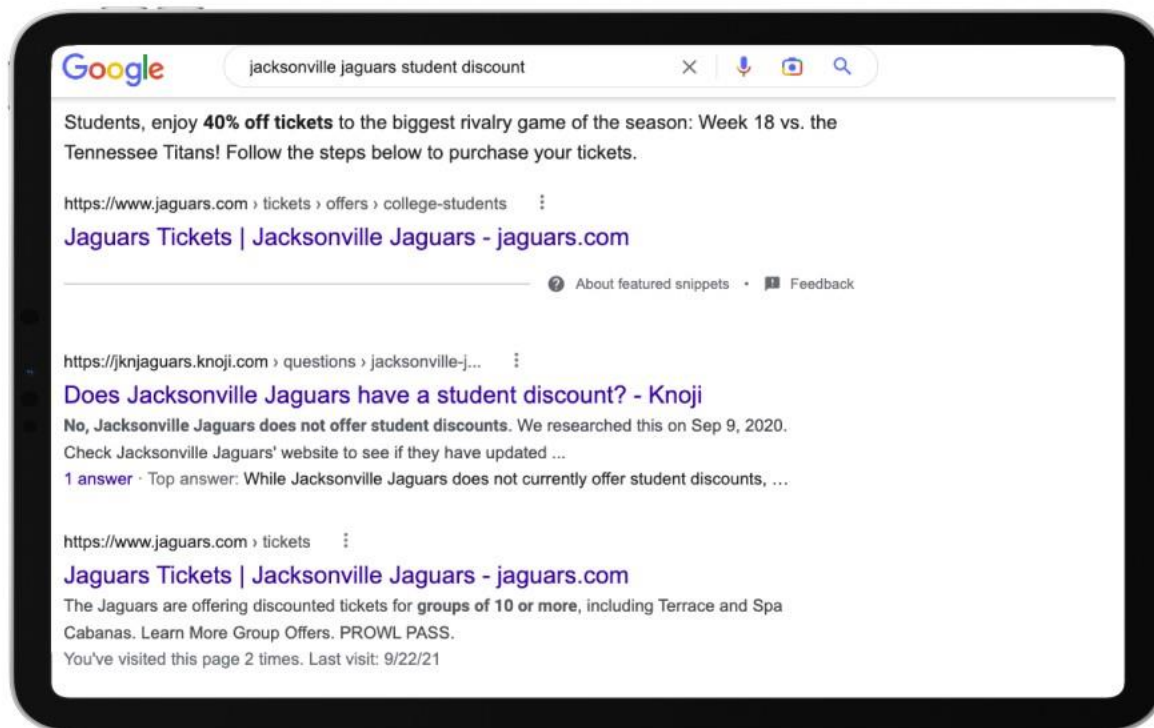
Social Sharing

- ✓ **Easy Default Template:** Use default template with TicketMaster API Image or customize using our many tools
- ✓ **Add Comments**
- ✓ **SMS or email delivery:** Allow users to easily share an event by creating simple, custom event invitations.
- ✓ **Save:** invite lists for re-use.

INVITE

SEO/SEM: The Strategy

SEO Tags for exclusive offers for key population segments (Students, Teachers, Healthcare, etc.) is one of the most powerful search factor in achieving high-ranking results:

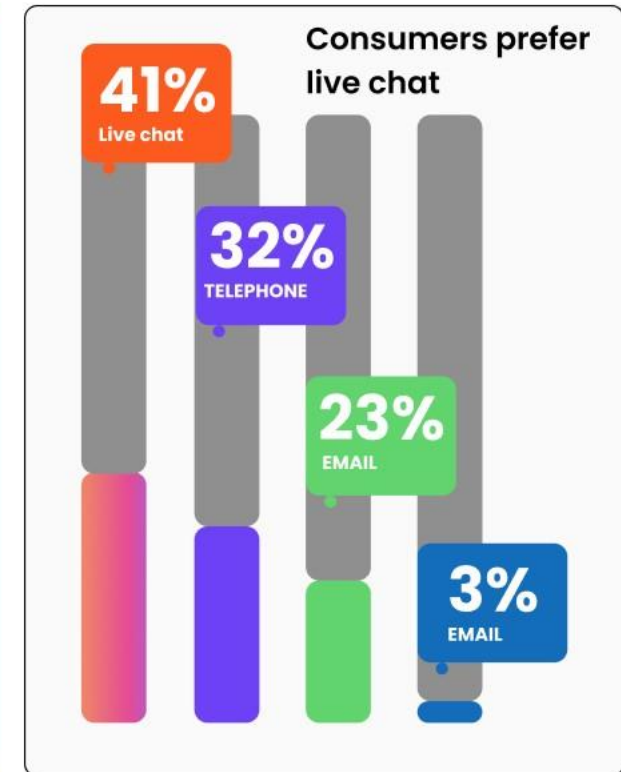


- First-page search ranking **attracts 95% of search traffic**
- **70% of online** purchases start via a search engine
- 30%+ of mobile searches are **location-based**
- Compared to social media, SEO drives **1000% more traffic**

Live Chat: The Strategy (Why Have It?)

- A good **live chat tool** is like having a salesperson on your website. When done right, it **drives higher sales** while boosting **customer loyalty**
- **55%** of **purchasers** are likely to **abandon** their online purchase if they cannot find a quick answer to their question
 - **38%** of visitors are more inclined to **purchase** tickets from you just by **offering chat**
- **40%+** of the consumers surveyed said they **prefer live chat** over email, phone and social media support (*Koyako)
- **Customers** who use live chat prior to making a purchase **spend** on average **10% more** per order

Live Chat: The Benefits (The Metrics)



FOMO: The Strategy

- **Urgency** drives action; **scarcity marketing** can **boost sales** by **2.3X**

2 Key Categories Of Scarcity

1. Quantity. Limited number of seats, VIP packages, early bird, or add-on experiences incentivizes people to buy at different levels.

- **For Millennials**, flipping it and showing how many tickets sold is especially effective with 60% of Millennials
- Make clear that certain ticket levels (Eligible Groups) are **exclusive** and tickets may be limited.

2. Time. A countdown clock can increase sales by 9%.

Create pre-event FOMO with a Facebook Live event, Twitter chat, or Instagram contest.

THANK YOU!



ExperienceNow, Inc.

New York - San Diego

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