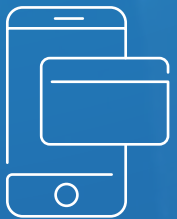


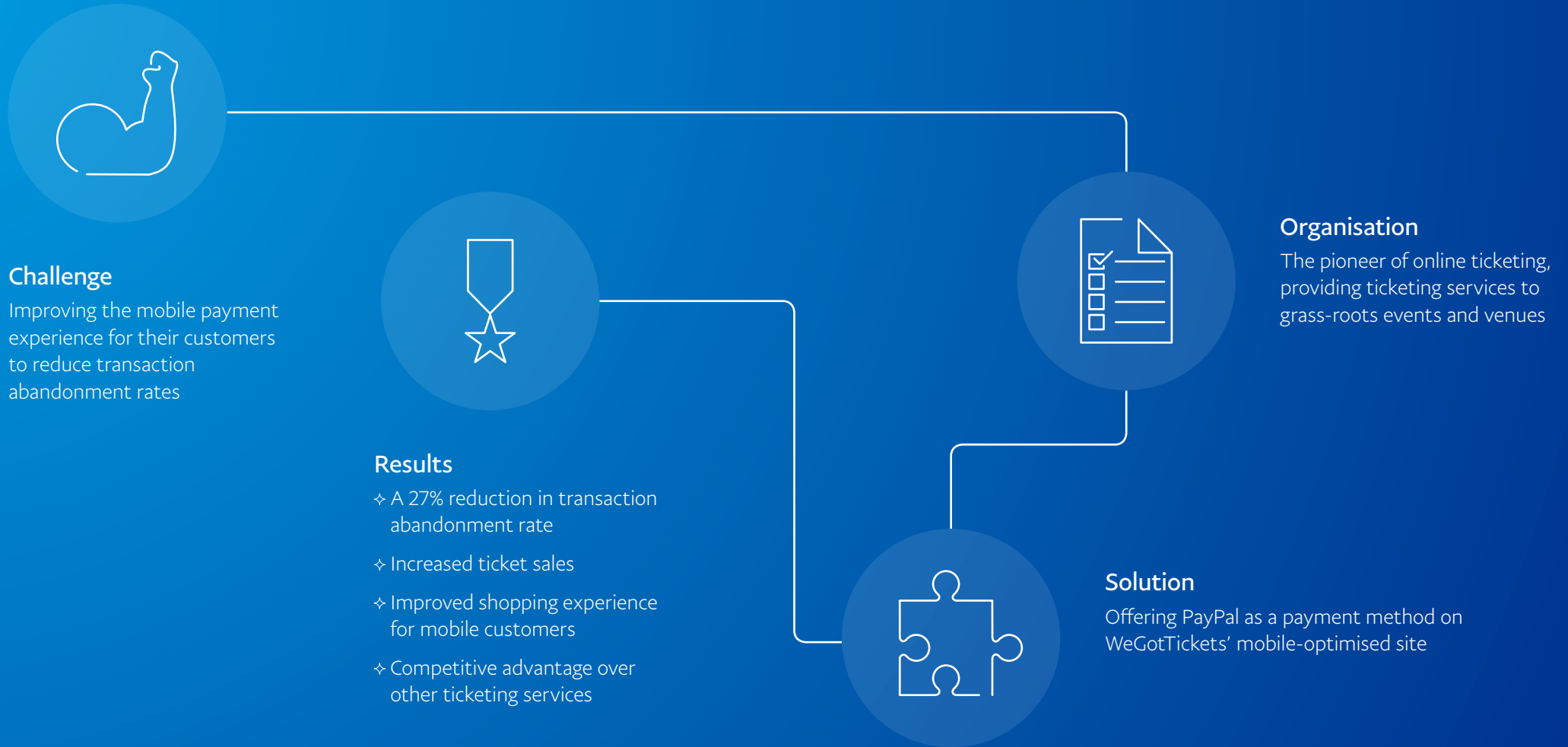


WeGotTickets

CASE STUDY



Summary



WeGotTickets reduces abandonment by 27%

When Oxford-based WeGotTickets pioneered online ticketing (“e-ticketing”) for events back in 2000, it opened up a new market.

Without the overhead of printing and posting paper tickets, the firm could service smaller, grass-roots events and venues. “If you only take cash on the door, your direct connection with the customer ends when he or she leaves your venue,” explains CEO and co-founder Dave Newton. “But, if you sell online, we can then tell your customer about your next event. That’s the start of a relationship.”

The information that comes from e-ticketing also helps venues and promoters to optimise the scheduling and promotion of their events. For example, Dave says 50-60% of tickets for comedy events are sold in the final week, whereas music events sell further in advance. People may only travel 5 miles for a comedy gig, but 10-20 miles for live music.

“Over the years, we’ve built up our brand and people look for events on our site,” Dave says. “As a result, we know a little bit about a lot of people: what events they’ve been to, when they went, how frequently they go. We are able to put things they may not be aware of, but would be interested in, under their noses.”





Every day, WeGotTickets sends out a number of newsletters, each to a carefully segmented group of customers with suggestions for events coming up in their area.

The firm also uses social media channels like its Facebook page (and integrated Facebook Ticket Shop) and Twitter account to alert customers of upcoming events. “We value our relationship with ticket-buyers as much as the one with event organisers,” explains Dave. “We’re very careful with customer data. We want people to look forward to getting our communications.”

That sense of integrity runs deep in the firm. Its tagline, “simple, honest ticketing” reflects a refreshing ethos in a sector often accused of sharp practice. “Ticketing should be the most boring, innocuous part of going to an event. We are doing our job best if we’re invisible,” explains Dave.

WeGotTickets has focused on making its payment processing and purchase flows as frictionless and intuitive as possible. However, Dave could see that the mobile experience needed improvement. Customers had a clear preference for mobile, but potential ticket purchases showed a high abandonment rate at the payment page. “The majority of our site visits are mobile, but only a third of transactions were completed on mobile devices,” he says.

“If you only take cash on the door, your direct connection with the customer ends when he or she leaves your venue.”

Dave Newton, CEO and co-founder, WeGotTickets

The solution

The development of WeGotTickets' first mobile-optimised website presented the opportunity to offer PayPal as a payment option.

"The decision was driven by customer preference," says Dave. "We know a lot of people prefer to use PayPal on their mobile devices. We could see that customers went right through to the payment stage and they'd still not made their final decision. One factor in a decision not to continue was the available payment options. People don't necessarily want to get their card out of their wallets in full view of everyone. Making mobile transactions more straightforward was important – and PayPal definitely does that."

WeGotTickets added PayPal as a payment option through its existing payment provider, Sage Pay, to ensure continuity and consistency in its internal processes (e.g. refunding for cancelled events).



The results

“Our transaction abandonment rate reduced by 27% from the day PayPal went live,” Dave says. “We are now selling tickets that we wouldn’t have before.”

That higher rate of completed ticket sales gives WeGotTickets a competitive advantage with event organisers, as does the firm’s decision to offer PayPal as a payment option. “Organisations respond to their customers,” explains Dave, “and promoters have asked if we offer PayPal. It’s clear that a significant proportion of our customers want to use PayPal and that some of them will drop out of the payment process if they can’t.”

Offering PayPal has also helped WeGotTickets support international sales. Currently, these are mostly from overseas customers buying tickets for UK events, but the firm also benefits from European music events seeking to capitalise on “festival tourists”.

“PayPal is an internationally known payment method that can help us in markets where different payment methods are preferred – such as bank transfers in Germany and the Netherlands,” Dave explains. “As we look to expand into other territories, PayPal will be a crucial partner for us.” In the shorter term, Dave and WeGotTickets are enjoying a collaborative business partnership with PayPal.



“Compared to other payment providers, PayPal is a different world,” Dave says. “We want to innovate. We want to evolve our business and we want to lead. We don’t want to follow our peers. Being able to brainstorm ideas around a table, combining our ticketing and event experience with PayPal’s payments and ecommerce experience is a great mix.”

“The ticketing business has become very competitive and we need to invest in innovation to stay at the front of the queue,” he continues. “Working and collaborating with PayPal helps us do that.”

“PayPal is a quicker, smoother option for people, compared to debit or credit cards, on mobile.”



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