

Case Study:



How Fandango prepared for the ultimate endgame— PayPal’s ticket for success.

In Fandango’s 20-year history, the company has seen significant shifts in technology, consumer preferences, competition and film distribution. Fandango lets fans reserve tickets to movies, thereby avoiding lines and the risk of a desired showtime being sold out. The ecommerce that runs through Fandango when major box-office movies open is massive, and Fandango’s technology must be ready to present a gratifying customer experience with every ticket sale.

Challenge

Fandango knew movie buffs wanted more checkout options and a faster, more convenient checkout experience, all while maintaining the security of their private financial data. This called for a payments platform that not only offered a well-rounded set of features and capabilities, but that could deliver on a major scale. That was key to being able to convert customers and ensure users became lifelong fans.

Solution

Fandango already had a long and trusted PayPal relationship, with years of superior client service and smooth payment transactions. So naturally PayPal’s Braintree platform was Fandango’s first choice when needing expanded, integrated capabilities. Braintree delivered big, giving buyers the ability to split ticket costs with friends through both PayPal and Venmo. Users were also given the ability to set and save their preferred payment method for return visits thanks to Braintree’s token technology that removes the PCI burden of handling unencrypted data.

Outcome

Braintree’s ability to scale was quickly put to the test, activated just in time for ticket presales to Avengers: Endgame. By unleashing Braintree, Fandango can keep up with today’s growing demands and quickly adapt to whatever those demands might be tomorrow. The ease and choice with which users can pay removes barriers to purchase while streamlining secure operations for Fandango.

**The results in this case study are not necessarily representative of results for all businesses.*

With the help of the PayPal Commerce Platform powered by

Braintree
A PayPal Service

100X

Surge in ticket sale traffic sustained for 45+ minutes*

100+

Transactions-per-second sale velocity supported during peak periods*

“Movie-going is an interesting business where we have these moments of huge volume. To be able to handle this kind of scale is critical, and Braintree’s been great.”

—Greg Ferris
SVP, Chief Product Officer
Fandango