

The Ticketing Journey: From Pre-Purchase to Post-Event

Adam Sykes, 3 December 2024



**Digital Culture
Network**






Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

Access free one-to-one support

[Get in touch](#) [Events](#) [Knowledge Hub](#) [Awards ▾](#) [External Support ▾](#) [News](#) [About ▾](#) 

Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

- Introduction to the Ticketing Journey
- The Stages of the Ticketing Journey
- Recap and Next Steps
- Q&A

Why focus on the Ticketing Journey?

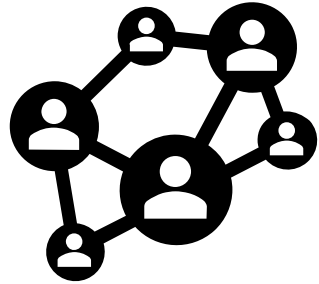


POLL!

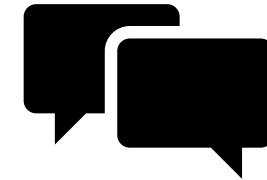
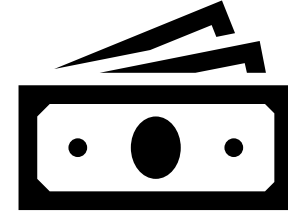
The Ticketing Journey

- **Awareness**
- **Pre-Purchase**
- **Purchase**
- **Event**
- **Post-Event**

Awareness



Date
Time
Venue
Price



DCN's Jacqueline can help with growing your audience through email

Building Awareness

- **Segment Your Audience**
- **Ads Based on Interests**
- **Tailored Email Campaigns**
- **Leverage Past Purchases**
- **Encourage Action**

The Ticketing Journey

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Pre-purchase

Website & Ticketing Page Design

Let customers
buy tickets!

Do

- As few clicks as possible
- Minimum distractions
- Mobile friendly
- Short & clear

Don't

- Too many pages
- Lots of addons / upsells
- Bloated slow loading website

Microsoft Clarity



DCN's Andy Leitch can help you to optimise your website

The screenshot displays the Microsoft Clarity interface for a website. The main area shows a heatmap of a page titled "Clarity with every click". The heatmap highlights various elements on the page, with a color scale from red (most popular) to blue (least popular). A sidebar on the left lists the top 5 ranked elements by most clicks:

- 1. 1,778 clicks (17.74%)
- 2. #googleSignIn>SPAN[1] 1,538 clicks (15.35%)
- 3. #msSignIn>SPAN[1] 611 clicks (6.10%)
- 4. Get started 513 clicks (5.12%)
- 5. #googleSignIn

The main content area includes the following text and features:

- Header: Microsoft | Clarity
- Navigation: Segments, Last 3 days, Visited URL matches regex: ^https://, Save as segment, Clear
- Actions: Click, Scroll, Area, Compare, Change screenshot
- Main heading: Clarity with every click
- Subheading: Clarity is a free product that captures how people use your site. Setup is easy and you'll start getting data in minutes.
- Features: 100k+ sites globally, 100% free, GDPR & CCPA ready
- Heatmap examples: 4, 10
- Reviews: 4.8 out of 5, 4.5 out of 5
- Footer: 7,786 page views, 10,021 clicks, Most popular, Least popular, #, ⚙, ⓘ

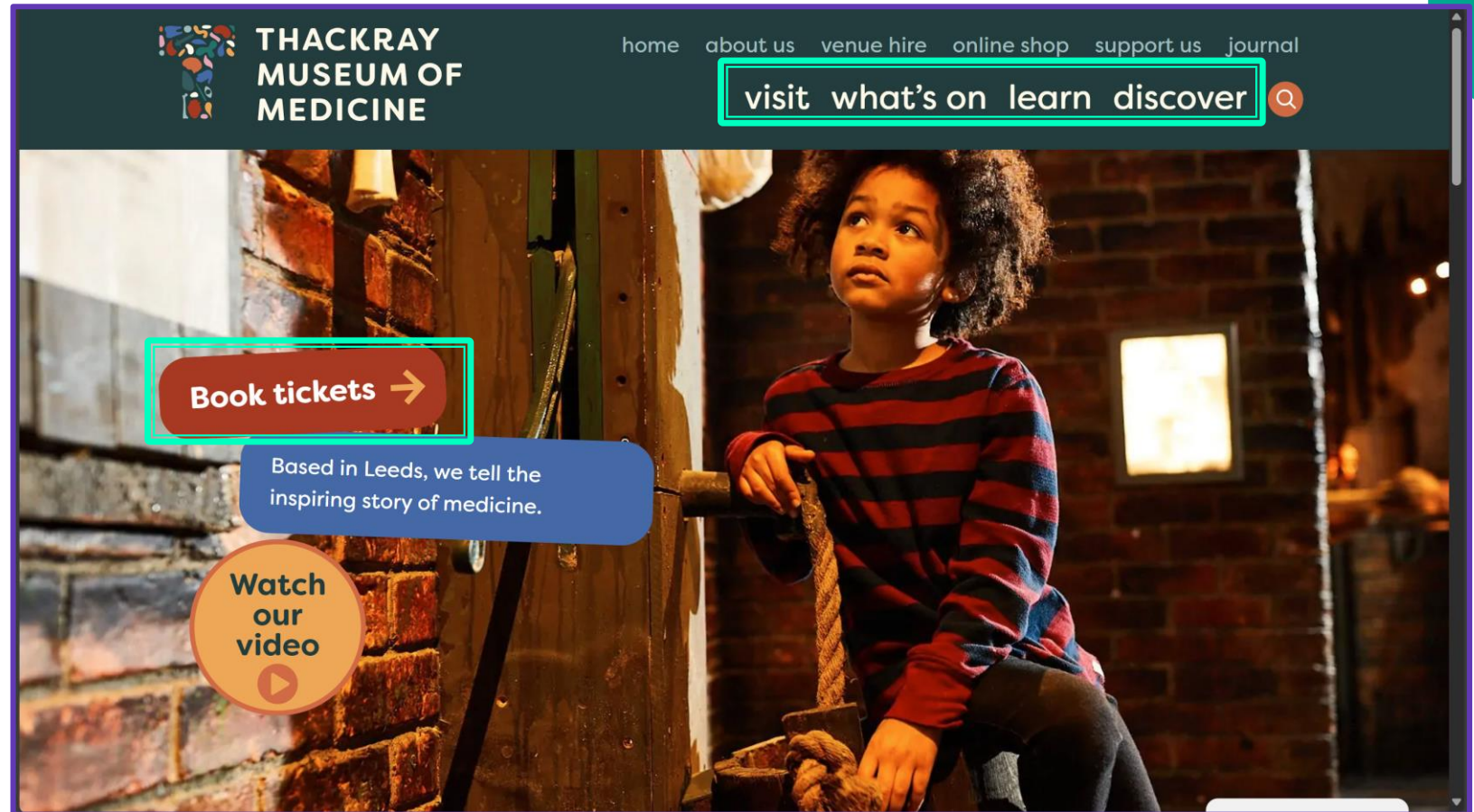
Pre-purchase

Above The Fold

Capture Attention

Easy Navigation

Clear Call-to-Action



Pre-purchase

Pricing Transparency & Options

Basket

1x Plain Potato
Mayo Packet £3.39

Fees

Small order fee	£2.00
Service fee	£0.99
Delivery fee	£0.49

plus Add £11.61 to get free delivery

Rider tip 😊 £0.00

Order total **£6.87**

[Go to checkout](#)

£0



£5



£10



Enter your donation amount:

Required

£ 5.00

[Proceed to payment](#)

Price Types

General Admission

Early Bird General Admission

Plus Plus Mega Ultimate Premium VIP

Early Bird VIP

Deluxe VIP

Premium

Premium

Ultimate Experience

Ultimate Premium Plus

Premium Plus VIP

General Admission – Standard access to the event.

VIP – Early access and reserved seating.

Ultimate VIP – All VIP perks, plus access to an exclusive lounge and a complimentary gift.

Place your bets!

00:00:00

[Books](#) [Stationery & Cards](#) [Prints](#) [Homeware & Gifts](#) [Christmas](#) [Kids](#) [Admission Tickets](#)



General Admission

All full price adult and concession tickets are treated as a charitable donation to the Museum and as a thank you we automatically convert them into annual passes at no extra cost. This means you can enjoy visiting the Museum, our exhibitions and displays for a whole year from the date of your initial visit.

Select visit date

Quick Navigation
to Purchase

Clean and
Simple Layout



**Foundling
Museum**

Clear Information
at each step



Average online cart abandonment rate:

69.57%



DCN's James Akers can help you with tracking and analysing your data

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	1	2	3	4	5
		<ul style="list-style-type: none"> ● 7:00pm From £25 	<ul style="list-style-type: none"> ● 2:00pm few tickets left From £110 Matinee ● 7:00pm few tickets left From £22 	<ul style="list-style-type: none"> ● 7:00pm few tickets left From £22 	<ul style="list-style-type: none"> ● 2:00pm few tickets left From £110 Matinee ● 7:00pm few tickets left From £32.50 Final performance 	

WEDNESDAY	THURSDAY
1	2
<ul style="list-style-type: none"> ● 7:00pm From £25 	<ul style="list-style-type: none"> ● 2:00pm few tickets left From £110 Matinee ● 7:00pm few tickets left From £22

Shows level of availability

Shows expected price

< Back to calendar

SELECT A SECTION

Circle **£15 - £50**
Still available: £25 - £50

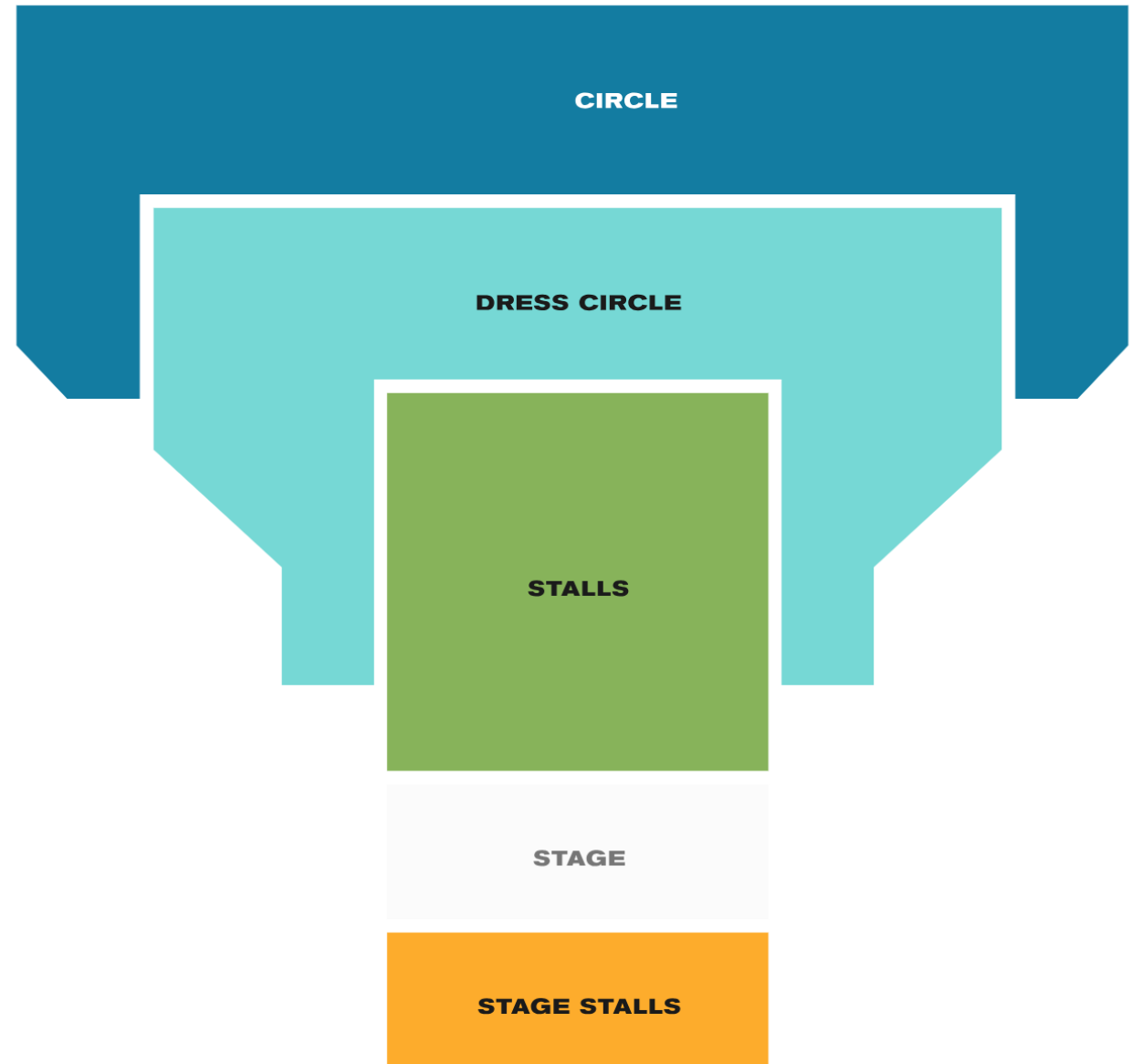
Dress Circle **£39 - £155**
Still available: £50 - £155

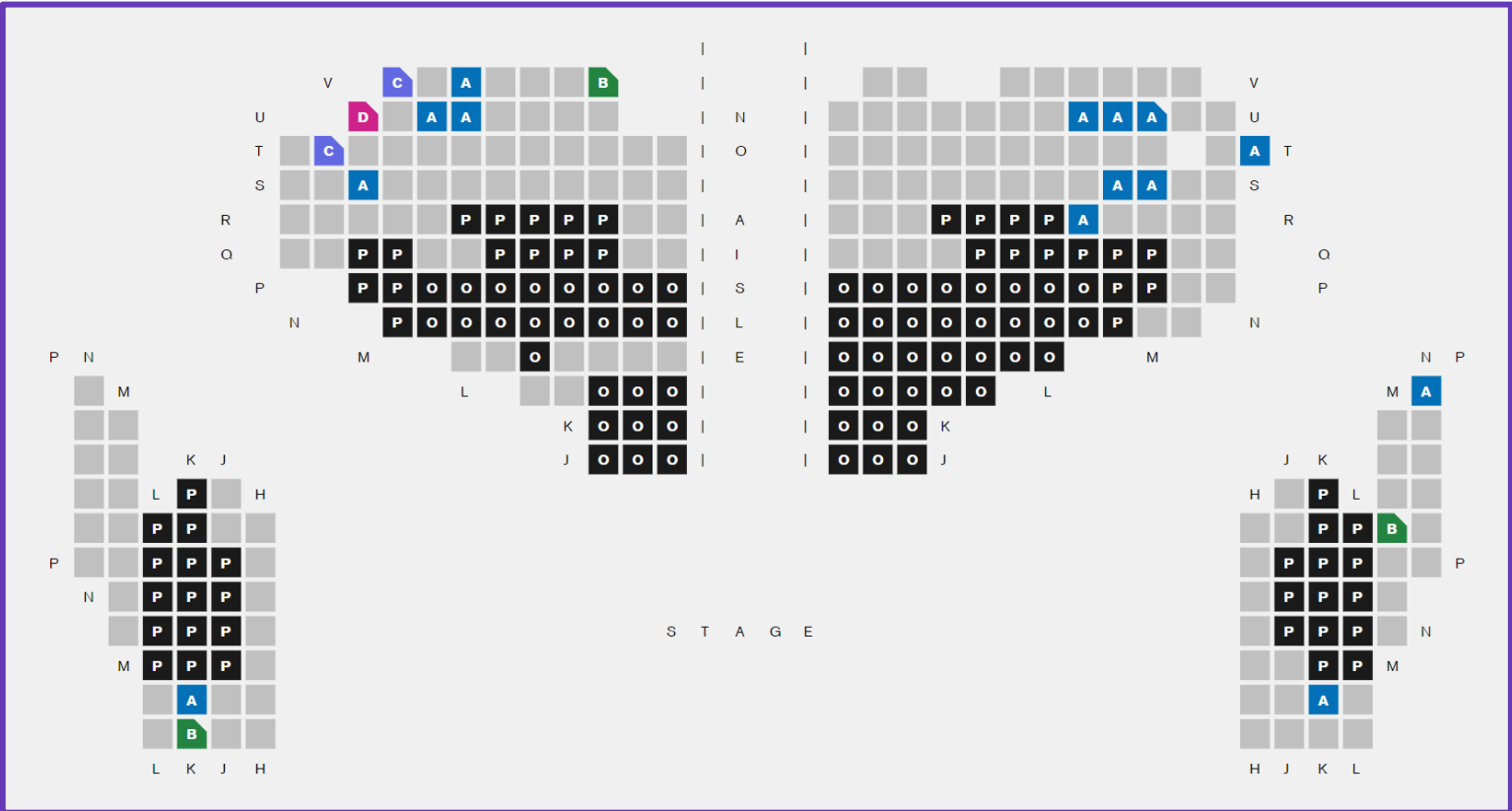
Stalls **£25 - £155**
Still available: £39 - £155

Stage Stalls **£72.50 - £155**
Still available: £72.50 - £155

or

SELECT BEST SEATS AVAILABLE





Seat key

- A Available
- A Obstructed
- A Standing
- A Selected

Row V, Seat 22



Stalls

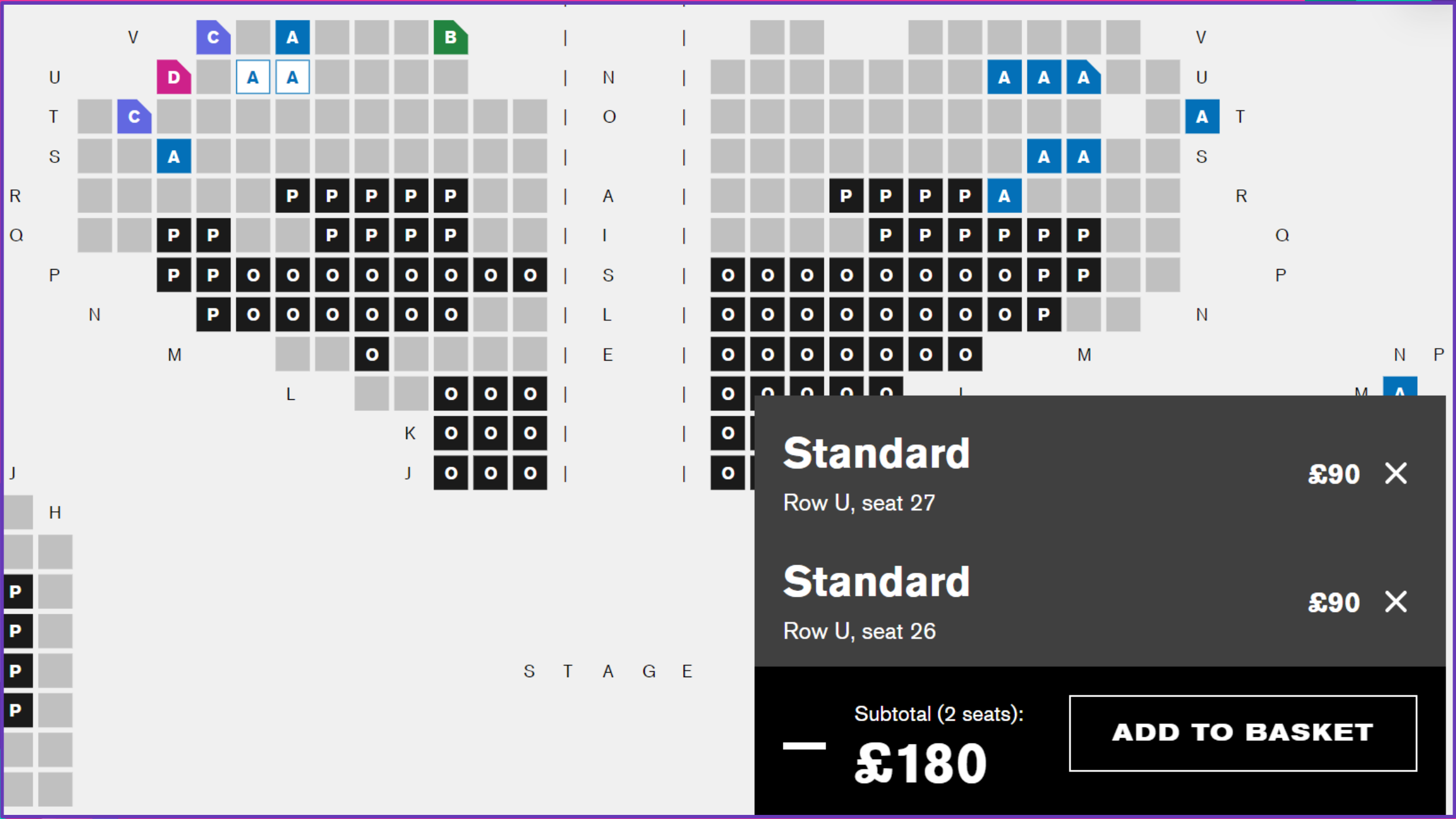
Sound desk restricts view

Restricted View	£72.50
-----------------	---------------

Seats have not been reserved until they are added to your basket

Available for this performance

O	£155	P	£130	A	£90	B	£72.50
C	£50	D	£39	E	£25		



Standard

£90 ✕

Row U, seat 27

Standard

£90 ✕

Row U, seat 26

Subtotal (2 seats):

£180

ADD TO BASKET

A £3 donation has been added

is an independent charity with no public subsidy. Every penny we need to produce our work on stage, run our education & community programmes, nurture the artists of the future, we have to raise ourselves. Thank you for your support.

£3

£5

£10

CUSTOM AMOUNT

I DON'T WANT TO DONATE

Become a **Member** for exclusive benefits, including priority booking and no booking fees.

ADD FOR £70

Already a Member? Your discounts will apply once you log in at the next step.

YOUR BASKET

Tickets

A Christmas Carol **£72.50**

7pm | Wed 01 Jan 2025

Donations

Online Donation **£3**

Points earned **725**

Fees **£2.50**

Basket Subtotal **£78**

CONTINUE TO CHECKOUT

We accept:



Restricted View

COLLECT 500 POINTS £50 

£50 Stalls, Row V, Seat 28 **Restricted view**

Extras

A Christmas Carol Programme

£5 —

1

ADD TO BASKET

LOG IN OR REGISTER

Sign up here to join our mailing list

Your email address *

e.g email@google.com



CONTINUE

or

SIGN IN WITH GOOGLE

- Guest checkout = streamlined process
- Log in or register = build long term relationships
- Keep it all quick, easy and convenient



Limit choices to the essentials.

Be transparent with pricing from the start.



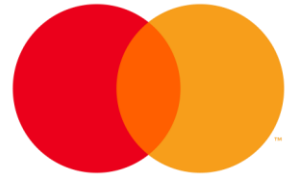
Keep checkout simple with minimal steps.

The Ticketing Journey

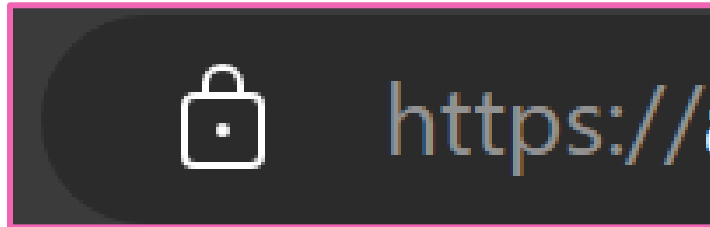
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Payment & Security

VISA



Apple Pay



stripe

Google Pay

GoCardless


Confirmation and E-Tickets

- **Confirmation – ASAP**
- **E-Tickets – Shortly after or included**

Your tickets: Noname Inbox ☆

7:30 PM today: Noname Add label ☆

VENUE DETAILS

Venue [Belgrave Music Hall](#) 
1-1A Cross Belgrave St,
Leeds LS2 8JP

Date & time Mon 01 Jul, 7:30 PM GMT+1


Doors open 7:30 PM

DICE


Get ready for Noname

Your tickets only work in the app, so make sure your phone is charged.

VIEW TICKETS IN THE APP

 **Bring your photo ID**
Some venues need to see it for entry

VENUE DETAILS

Venue [Belgrave Music Hall](#) 
1-1A Cross Belgrave St,
Leeds LS2 8JP

Date Monday 1 July, 2024

Doors open 7:30 PM

The Ticketing Journey

- **Awareness**
- **Pre-Purchase**
- **Purchase**
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- **Post-Event**

Event

Attendance tracking



Derby Poetry Festival (c) Tom Platinum Morley

Digital Check-In

Identify no-shows
and late arrivals

Analyse data
post-event

Boost engagement
with follow-ups


The Ticketing Journey

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Post-Event

Post-Event Communication

- **12-48 hours after**
- **Request feedback**
- **Share Future Event Info**



Hi Adam,

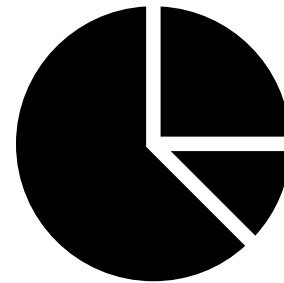
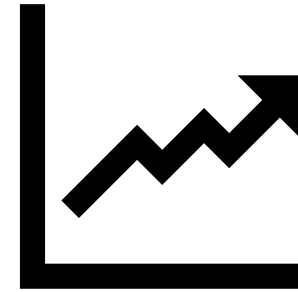
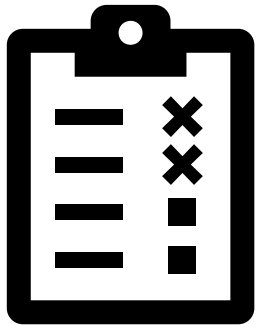
We'd love to hear about your recent experience at the event you attended, everything from the event itself to what you thought about the venue and your experience getting tickets through DICE.

If you have a minute, we'd love to hear your thoughts.

[TAKE SURVEY](#)

Post-Event

Feedback and Improvement



DCN's Jack Roscoe can help you to gather and act on your feedback

Post-Event

Loyalty and Engagement



Coco Film and Craft (c) Paul Blakemore



Jam on the Horizon (c) Eddy Hubble

Recap

- **Awareness – Build Interest Early**
- **Pre-Purchase – Keep it Simple**
- **Purchase – Fast and Secure Checkout**
- **Event – Smooth Entry, Clear Communication**
- **Post-Event – Follow up, Build Loyalty**

Next Steps

Middlesbrough Nightfall (c) Kev Howard



Cultural Connectors (c) Dev Place

DCN's Adam Sykes can help you with your ticketing and CRM needs



Digital Culture Network

Get in Touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)

Upcoming webinars

- **14th January 2025** – The Missing Lens: Enhancing user experience for hidden impairments

Q&A



Digital Culture Network