Q&A transcript from 'The Ticketing Journey: From pre-purchase to post-event'

1. **Many events that my organisation host are free, but we ask for donations. Do you have any advice on how to boost donations in the ticketing process?**
   To encourage donations during the ticketing process, prominently display a suggested donation amount at checkout and explain how contributions directly support your cause. Pre-filled amounts (e.g., £5 or £10) often lead to higher uptake, while allowing attendees to adjust or opt out ensures flexibility. Highlight the impact of donations, offer small incentives such as a digital thank-you, and send follow-up emails post-registration to remind attendees who haven't donated.

2. **I use a 3rd party ticketing agent - Ticket Source - so how do I capture that audience data and tag them?**
   Using Ticket Source, you can capture audience data by leveraging custom fields during the ticketing process to tag attendees based on their preferences or behaviours (e.g., "first-time attendee" or "member"). Additionally, consider post-event surveys to gather further insights and refine audience segmentation.

3. **How could I set up my own ticketing site to give me more control over data and engagement?**
   Setting up your own ticketing site can provide greater control over audience data and engagement strategies. Platforms like WooCommerce, Eventbrite APIs, or custom-built systems through WordPress allow you to customise the experience and gain full access to user data. However, it's important to weigh the costs and ongoing maintenance required.

4. **Organisational departments are keen to upsell various items in the purchase pathway (e.g. catering food/drink and donation asks). Even though this would be targeted, it's still an unknown about how customers will respond to a busier pathway. Question is: any tips to optimise this when there's an imperative to generate extra revenue?**
   To optimise upsells in the purchase pathway, keep the process clear and streamlined by presenting items in a logical order, limiting the number of choices at each step, and highlighting the value of each option (e.g., "Add a pre-event drink at a discounted price!"). Using A/B testing can help identify what resonates best with customers, while allowing users to bypass upsells ensures a smoother checkout experience.

5. **Sometimes you need to inform the buyers about type of the event etc, so one might need to add a lot of text before the go to buy it….is that not good?**
   You can definitely provide essential event details, but too much text can overwhelm buyers. To balance this, include a concise summary where necessary, and if you'd like provide further information further down the page or use expandable sections and tooltips for optional details. - As long as the option to move straight on to buying tickets is there, give people the option!

6. **If you don't already have an account, you would have to add your address which takes time. You may also take longer if you have a family group and need to choose more than one ticket.**
To reduce friction in the purchasing process, consider implementing address lookup tools like Google Address Autocomplete to speed up form-filling. For group bookings, allow users to select multiple tickets with one click and input additional attendee details later (but only if they are necessary).

7. **Our tickets are primarily free but have to capture as much data as demographic data as we can to pass on to Arts Council who fund us. We try to only have one or two questions that are required but do you have any recommendations for that?**
When tickets are free, it's important to balance the need for data collection with a seamless user experience to avoid drop-offs during registration. Asking only one or two key questions during the checkout process is a great start. However, you can increase the data capture rate by making these questions highly relevant and easy to answer, such as using dropdowns or pre-filled options instead of open text fields.

Highlighting how the data will be used (e.g., "Your response helps us secure funding to keep events free") can also improve response rates.

For deeper insights, you could send post-registration surveys linked to ticket confirmation emails, ensuring attendees can respond at their convenience. However, if response rates to follow-up surveys have been historically low, integrating demographic questions directly into the registration form might still be the most effective approach.

8. **For organisations where the ticketing flow involves potentially booking multiple different tickets e.g. I'm going to a museum for the day and booking exhibitions, how do you balance keeping it simple, while also highlighting everything that is available to book?**
To simplify complex ticketing flows, use filters or categories (e.g., "Exhibitions," "Family-Friendly") to help users find relevant tickets easily. Offering bundled packages like "Day Pass + Exhibition Ticket" can also reduce decision fatigue.

9. **We deal with young people in our activities and we need to ask parental permission, photographic permission and sometimes food allergies , I don't think can go around it, as we have tried to send an email afterwards (not int he ticket process) and more than 80% never fill those questions out if sent by email… and yes, similar to Melanie on ACE data….**
To address this, group permissions like parental consent, photography, and dietary information into a single step during the ticketing process - preferably at the checkout. Consolidating questions and using checkboxes can streamline the experience. If follow-up is unavoidable, automating multiple email reminders can help improve response rates. - Be clear in the subject that you require certain information from them.

10. **I sell tickets to my own events but so do the venues where I hold the events - any specific challenges or issues I need to consider?**
When tickets are sold through multiple channels, coordinate with venues to share audience data wherever possible, ensuring consistency in communications. Synchronising ticket

availability across platforms avoids double bookings, and promoting direct booking links can help you retain customer data.

11. **Remove early bird? But what if you offer early bird? Do you just change the price after early bird is finished?**
I recommend removing early bird pricing as a separate ticket type and automating it within your ticketing system to streamline the customer journey and reduce confusion. By setting up automated price changes based on specific dates or sales milestones, you eliminate the need to list multiple ticket types, which can simplify the selection process for your audience.

For example, you can configure your system so that the same ticket dynamically increases in price after the early bird period ends. This ensures clarity, as customers don't see multiple options for the same event and avoids the risk of early bird tickets still being available due to manual oversight.

To maintain the appeal of early bird pricing, communicate the deadline clearly and use countdown timers on your booking page to create urgency. Automated email reminders to your mailing list as the early bird deadline approaches can also drive last-minute purchases.

12. **We are using Art Ticket to sell our tickets. The ticketing journey is very clear but the customer data we could collect from it is very limited (can't see visitor behaviour on GA4 or use the customer data on Meta ads because of the privacy policy...). Would you suggest using other 3rd party ticketing platforms or investing in our own ticketing system?**
If data insights and integrations are critical to your goals, you may want to evaluate other third-party platforms or consider investing in a custom ticketing system. However, this decision depends on your specific data needs and budget constraints.

I would recommend weighing your options for a paid system, comparing the level of customer data collection you could achieve to the potential cost to see if it is worth the investment as an organisation. I'm happy to chat with you about this if you'd like!

13. **Can you send post-event survey email without customers saying, "yes to email"?**
Post-event surveys can be sent as transactional emails, which often fall outside marketing consent rules. However, always check the specific laws if you're unsure!

14. **How do you balance gathering data with streamlining the purchasing process?**
Focus on collecting only essential data during checkout, such as contact details and one or two key questions and use follow-up emails to gather additional information. Streamlining ensures a positive user experience while still meeting data collection goals.

15. **Any thoughts on Ticket Tailor and how to get the best out of it?**
Ticket Tailor offers flexible customisation options and integrations with tools like Zapier or Mailchimp to enhance data handling and marketing efforts. To get the most out of it, take advantage of these features to streamline processes and personalise customer engagement.

16. **How do you streamline having many 'free' ticket options alongside paid for ticket options? We work with many different organisations that we allow free entry for, but it's made our list of tickets rather large, confusing and potentially devaluing our offer.**
Organise free and paid tickets using filters or dropdown menus to reduce clutter. Alternatively, consider issuing discount codes for free entry to specific groups rather than listing separate free tickets.

17. **Still on donations encouragement, is it better to add the suggested sum and leave it to the customer to withdraw or just leave it open for the customer to decide whether to add a donation or not?**
Adding a pre-filled suggested donation sum often results in higher contributions, as many customers leave it unchanged. Clearly explaining the impact of donations during this step can further encourage generosity.