

Eventbrite

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Website conversion for events

Work smarter, not harder

You're good at marketing your event. Because of your efforts, hundreds if not thousands of potential attendees visit your event website each time an event goes on sale. So how can you sell more tickets without investing even more in your marketing?

The key is to work smarter, not harder. Sending another email blast to a big audience that may or may not be interested might sell a handful of tickets — but if you could narrow in on your most motivated audience, you would sell countless more tickets.

If it's difficult to navigate your event website, you're putting barriers in the way of your most engaged potential attendees — the people who are already there. Your most dedicated fans might push through a difficult purchase experience, but many people won't. People with shorter attention spans — or less commitment to attending — will give up as soon as buying a ticket becomes difficult.

One in four online buyers won't complete a purchase that requires them to make an account. One in ten buyers drops off for every extra field in the purchase form. Hidden fees that are revealed at the end of the purchase process can make potential attendees close the window — instead of buying their tickets.

The problem isn't you — it's your ticketing experience. There's a reason companies like Amazon developed a 1-Click "Buy Now" button. The easier it is to buy, the more likely people are to complete a purchase. So instead of focusing on driving more people to your event website, what if you focused on turning more site visitors into ticket buyers?

Spoiler alert: You'll make more money. Keep reading to find out how.

Hosting a sold-out event?

Does your event sell out every year? Upgrading your purchase experience can still increase your bottom line. By converting more site visitors into ticket buyers, you can reduce your marketing budget while maintaining the same number of attendees.

And making it easy for attendees to buy tickets affects more than your revenue. A difficult checkout process can lead to unnecessary calls to your support team. Those calls waste your team's time — and hurt your brand.

Sell tickets smarter: Four questions to ask

01

How difficult is your ticket purchase process?

If you don't buy tickets to your own events, you may not understand what your attendees go through — otherwise known as the “purchase process.” The first step to selling more tickets to site visitors is understanding that purchase process. Here are a few things to keep in mind as you do:

- **How many steps does it take to check out?** For each additional step in the checkout process, there's a 10% decrease in transactions.¹ That means that each time you add a step, you may be losing 10% of your potential attendees.
- **Do you need to log in or make an account to buy tickets?** Twenty-three percent of online shoppers say they wouldn't buy if they had to create a new user account.² So if you're not confident that all of your attendees already have accounts with your ticketing provider, you're forcing them to make an account — and one in four won't bother. That's another quarter of your potential attendees, gone because they were forced to log in before buying tickets.
- **Are your ticketing company's fees hidden?** The number one cause of online shoppers not completing their purchases is unexpected costs at the end.³ If your ticketing company only shows their fees on the final checkout page, disgruntled customers might be closing the window instead of checking out.

Even just one of these challenges can cut your ticket sales by double-digit percentages. Don't let your marketing spend go to waste because of a difficult ticket purchase experience.

02

How many of your site visitors turn into attendees today?

Consider how many of your event website's visitors are buying tickets. The math is simple: How many visitors come to your site each day? How many tickets do you sell online each day? If you have significantly more visitors than the number of tickets you sell, it might signal a difficult purchase experience.

Once you've figured out what percentage of site visitors are actually buying tickets, you can determine how to improve it. (And if you don't have the data to answer these questions at your fingertips, it's time to choose a ticketing provider with [reporting you can access 24/7.](#)) Remember: these site visitors have already shown an interest in your event — are you turning them into ticket buyers at a high enough rate?

¹Ticketmaster

²Nielsen Norman Group

³Visual Website Optimizer's Ecommerce Survey 2014

03

What's your purchase process like on mobile?

Did you know that 75% of ad traffic for Facebook is on mobile? ⁴ More people search Google on their phones than on computers, and 1.4 billion people use Facebook on mobile devices. So it's important that you make their browsing and purchase experience easy on mobile. ⁵

Many event organizers rely on Facebook Event ads (or just free social media promotion) to drive ticket sales. These ads drive a lot of mobile traffic — which creates a problem if your ticket purchase process isn't designed for mobile phones. The ad may drive clicks, but what happens after the click? It should be as easy as possible for your event page visitors to buy.

Don't underestimate the impact this could have on ticket sales: studies have shown a 160% lift in purchase completion with mobile-optimized payments. ⁶

04

How much time and money go into your other strategies to drive more sales?

You have other strategies to sell more tickets. You can spend more money, or rely on a ticketing partner's email blasts, or spend more time and effort on yet another channel. But does all that additional investment actually lead to more sales?

Let's say you decide to invest in retargeting ads. The average retargeting ad has a 0.7% click-through rate (the percentage of people who see the ad and then click through to your website).⁷ Out of those who clicked on your ad, let's say a quarter bought a ticket (an above-average rate). That means that even if you paid to surface your ad to 20,000 people, you'd only sell an extra 35 tickets.

Instead of spending the time and money to design and display the ad, consider what could have happened had you focused instead on converting your existing visitors. By making it easier to buy tickets on your site, let's say you could increase the percentage of page viewers who buy tickets by 50%. (Music festival Lightning in a Bottle saw a 50% increase in site visitors who bought tickets simply by switching to Eventbrite for their ticketing partner.) Check out the next page for how that might play out.

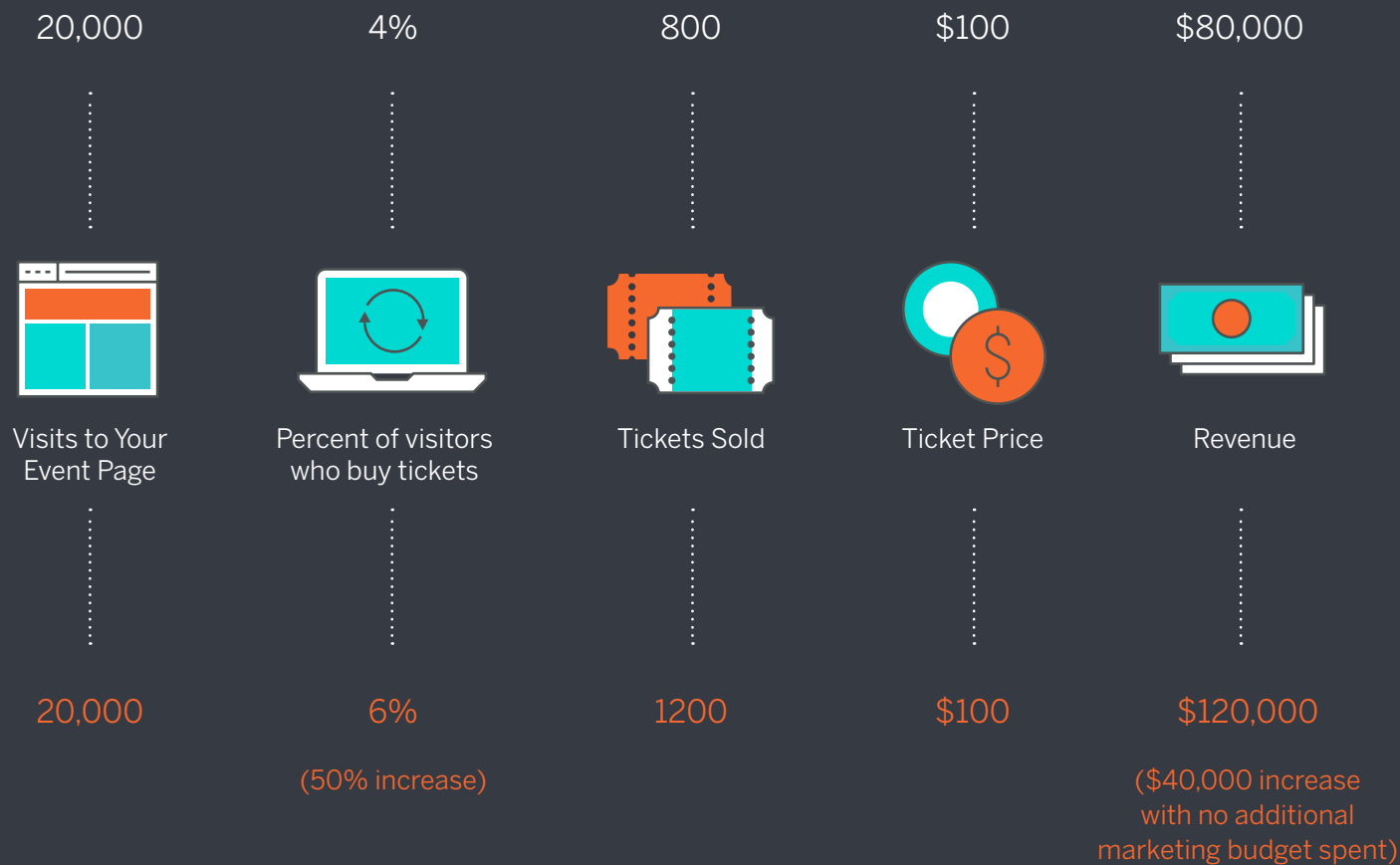
⁴ Fortune, July 2015

⁵ Google, May 2015. Facebook, April 2016.

⁶ Internet Retailer, Jan 2014

⁷ http://www.cmo.com/features/articles/2013/11/20/15_Stats_Retargeting.html

Before Eventbrite



After Eventbrite

So without extra time commitment or marketing spend, you sell more tickets — and see much better results than from a typical online ad or email send. Sounds pretty good, doesn't it? Here's how to make it happen.

How to make it as easy as possible to buy tickets

To make it easy for your potential attendees to buy tickets, you need to choose a ticketing partner who offers a smooth and simple purchase experience. If you don't want to lose sales because of your purchase process, make sure your ticketing partner has these bases covered.

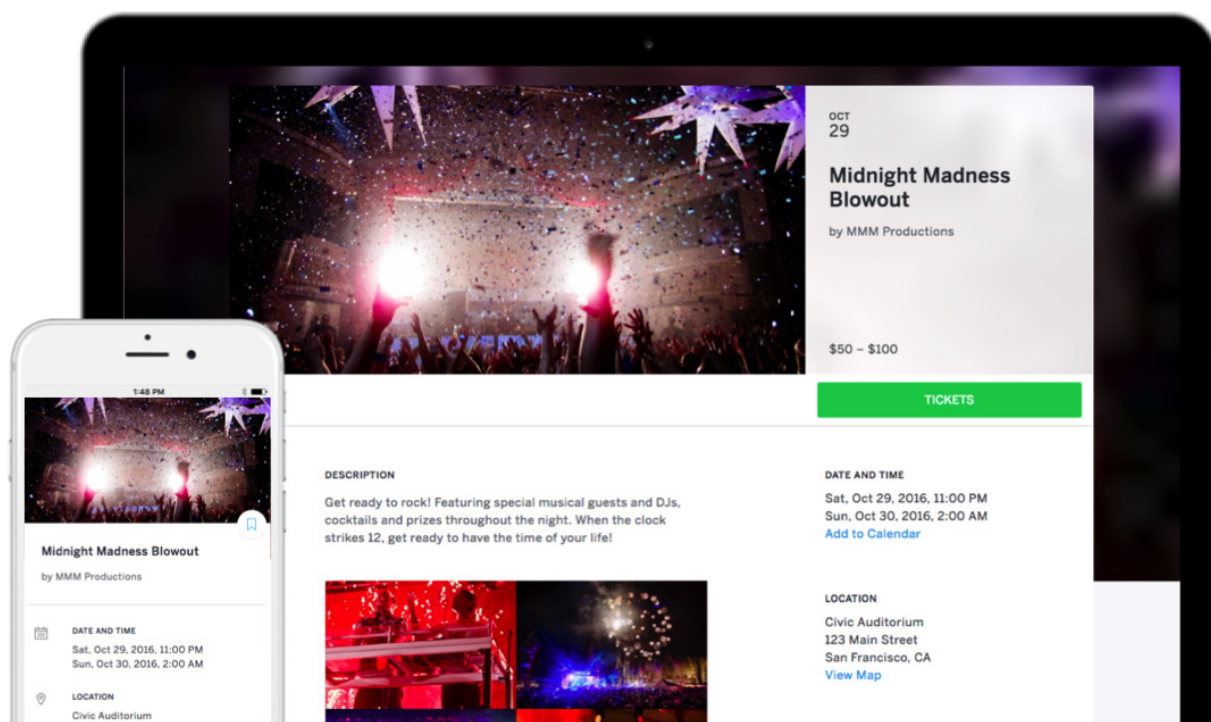
Make sure it's simple to buy tickets on mobile

Attendees' first impression of your event is often on their phones. As we've learned, more people search Google on their phones than on their computers. If you're advertising your event on social media, the majority of that traffic is also on the go. And this trend applies to all ages: one in four people over the age of 55 are mobile shoppers.

Sites that are mobile optimized see a 160% lift in conversion rates — the rate at which site visitors actually buy. That means 160% more potential attendees may buy tickets, simply because you made sure your event page and ticket purchase process are designed for screens of any size.

To sell more tickets, it's vital that you don't make potential buyers pinch and zoom to read about your event or buy a ticket. And it's not enough to just show a smaller version of the web page on mobile — mobile pages should be designed differently to meet the needs of an on-the-go buyer.

If you use Eventbrite, 100% of our pages are mobile optimized, so it's just as easy to buy tickets on a phone as on a computer. Regardless, be sure to test your ticketing page on your phone and tablet — and consider making a change if the process isn't as easy as possible.



Streamline your checkout experience

If you're selling tickets to music or entertainment events, you need to catch people as they're browsing possible activities. But it's not enough to just get these people to your event page — in eCommerce, seven out of ten people start but don't complete their purchase.⁸ You need to encourage impulse purchasers to race to buy tickets — not place hurdles in their path.

Some of these hurdles you're already familiar with: additional steps in the checkout process that cause 10% of people to quit; a required login that causes 23% of shoppers not to buy; hidden fees that dissuade customers at the last minute. Others may seem less obvious: if your event page loads slowly, for instance, that can cause another seven percent of potential attendees to close the window instead of waiting.⁹

If you use Eventbrite, you don't have to stress about all these hidden conversion killers. Eventbrite has no more than three to four steps for even the most complicated events, while other ticketing websites have eight to ten steps. Whether on mobile or desktop, the "Buy Tickets" button is clearly visible at all times as people scroll. And the entire checkout experience is on just one page, which minimizes any page load delays. Eventbrite also has a 99.99% site uptime, so your potential attendees will always be able to buy, even in on-demand onsales.

Because all fees are shown upfront, potential attendees know exactly what to expect as they purchase their ticket. And while login is never required, attendees can choose to store their credit card information, reducing the steps to buy even further. With more than 80 million ticket buyers, there's a good chance your attendees will have already transacted on Eventbrite. That means their information will be stored, so they can buy in a couple clicks.

You can enact some of these lessons on your event website as well, regardless of your ticketing partner. Be sure your "Buy Tickets" button is on-screen as people scroll, no matter if they're on desktop or mobile. And if you have any doubts about your own site's page load time or stability when traffic peaks, consider directing traffic directly to your ticketing page rather than your own website.

Eventbrite



Other ticketing sites



⁸ <http://www.formisimo.com/blog/7-best-ways-to-decrease-your-form-abandonment-rate/>

⁹ <https://blog.kissmetrics.com/loading-time/>

Choose a trusted website

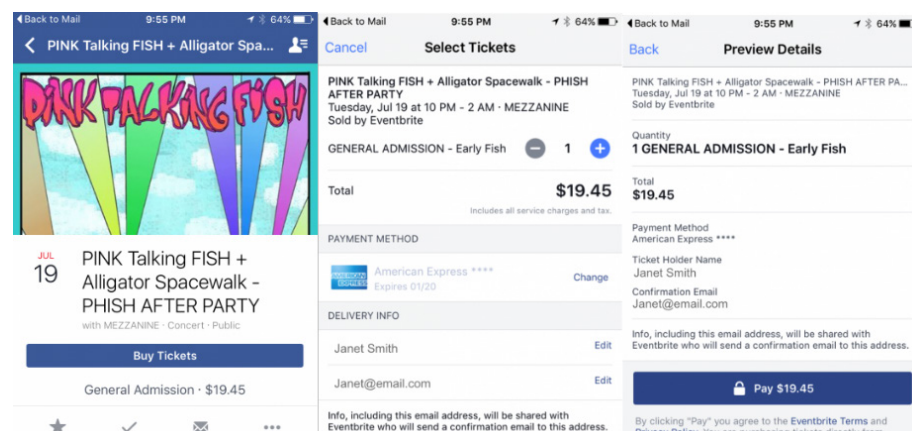
The fourth biggest reason for abandoning a purchase is doubts about payment security, with 12% of drop-offs in checkouts.¹⁰ Eventbrite is trusted by 80 million consumers and has a dedicated fraud team, so you can trust purchases without requiring CAPTCHA fields.

Enable ticket purchase where your customers are

Instead of getting more interested eyes to your ticketing page, bring your registration page to where interested event-goers already are. If you use Eventbrite, you can embed the ticket selection into your event website. This way, people can start the purchase process immediately — creating one less step, and one less chance to lose attendees. Regardless of whether you can sell tickets on your own page, reduce the steps necessary for someone to get from your event website to the ticket purchase page.

If any of your event website's pageviews come from social media, you can connect your Facebook page and Eventbrite event with one click. You can add a “tickets” tab to your Facebook page to directly sell tickets, and you can publish your Eventbrite events to Facebook with the click of the button.

A new integration will make this process even more seamless, allowing event-goers to buy tickets to Eventbrite events directly on their Facebook Event page. This integration will also provide easy access to tickets through Facebook, in the form of a QR code. And while the purchase and confirmation happens in Facebook, you'll still have access to all of Eventbrite's features and reporting. [Find out more in this blog post.](#)



¹⁰ <http://www.formisimo.com/blog/7-best-ways-to-decrease-your-form-abandonment-rate/>

Still want to reach more eyeballs? Eventbrite helps with that, too.

Now that you've learned how to make the ticket purchase as easy as possible, do you still want to reach more new people? Eventbrite can help make your efforts more cost effective and time efficient by connecting you with the right potential attendees, and giving you insights into which marketing channels are paying off. Plus, we'll tap into our audience of 80 million event-goers to connect your event with the audiences most likely to buy.

The easiest way to sell more tickets is to make it easy for attendees to buy them

You know your target market. You have an email list, and a strong social media presence. What's preventing you from growing attendance may not be a lack of interest — it could be a difficult ticket purchase process.

So don't let your ticketing provider hold you back. Find out how organizers like music festival [Lightning in a Bottle](#) sold 5,000 more tickets in their first year on Eventbrite — a 50% increase in the percent of site visitors who bought tickets.

To discover how you can make it easier to buy tickets to your event, [contact us here](#) or give us a call us at (866) 902-2531.

Eventbrite

Eventbrite powers more than two million live experiences each year, hosting the world's largest online selection of events. Businesses and nonprofits use Eventbrite to sell registrations and tickets, promote and manage events, and analyze results.

To find out how you can innovate with Eventbrite and grow your event, visit www.eventbrite.com/blog/overview, or give us a call at (866) 902-2531.