# The Ultimate Guide to
BUYING TICKETING SOFTWARE

AudienceView

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The most important software purchased by a live events organization is their ticketing platform. And since it's usually the most significant spend, it's critical to select the right platform confidently.

Event ticketing software serves as the central nervous system of most live events organizations, used daily by all key personnel — from ticketing to marketing to fundraising. A lack of sophistication in many ticketing solutions forces these organizations to add multiple softwares to meet the growing needs of each department. This leads to greater inefficiency and more silos over time.

How can ticketing professionals know what to look for to determine if a ticketing software is right for their organization, and how can you present a convincing argument to the ultimate decision-maker in your company?
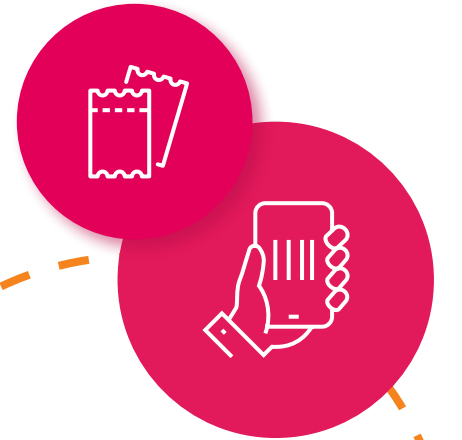
What to Look For In the Right Ticketing Software

Revenue generation

As ticketing professionals, we all know that there is so much more involved in the ticketing process than a one-time purchase. The goal is to transform the one-time purchaser into a recurring patron, a loyal advocate for your organization. This is where it becomes essential that your ticketing software integrate seamlessly with CRM capabilities to effectively collect, analyze, and action powerful insights from the purchaser.

The right ticketing software will generate more revenue by effectively leveraging transactional data to increase the effectiveness of:

• **Ticket promotions**

• **Fundraising campaigns**

• **Upsells and add-ons**

• **Remarketing and email campaigns**

• **Online advertising**
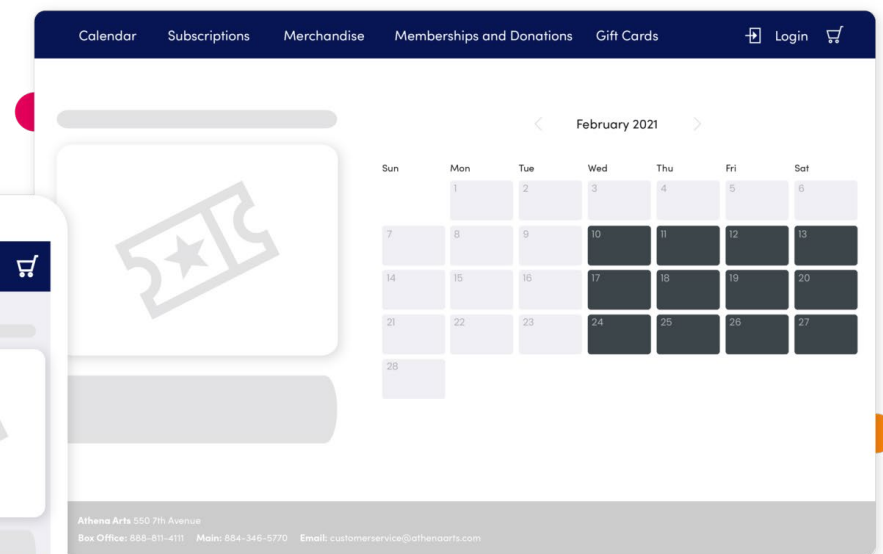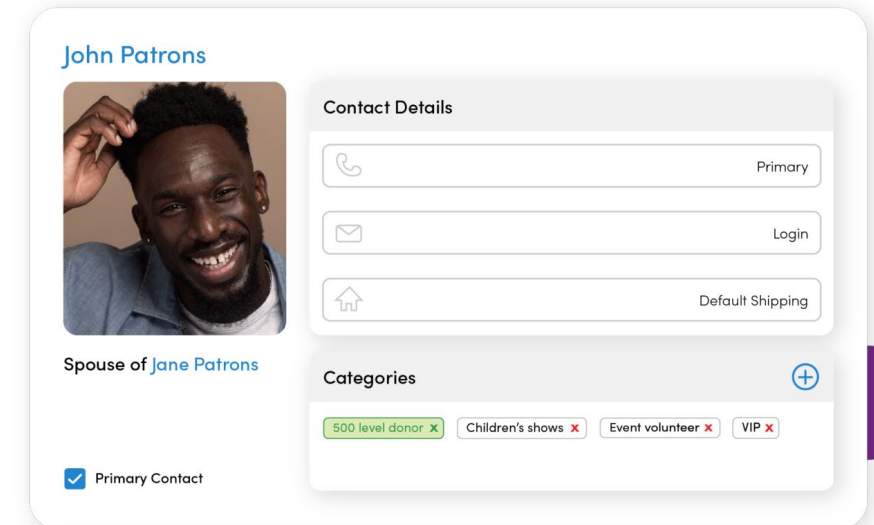
Smooth onboarding

Live events are complex. Whether you have a capacity of 250 or 10,000, you probably don't have the time to have your entire system interrupted for an extended period of onboarding.

The right platform will provide best practices and self-guided training that is easy to use for full-time events professionals and part-time employees like students and volunteers. It should also offer ongoing support and educational resources long after implementation that helps yield a positive return on investment. Be sure to ask prospective software partners about their average response time and customer satisfaction rates.
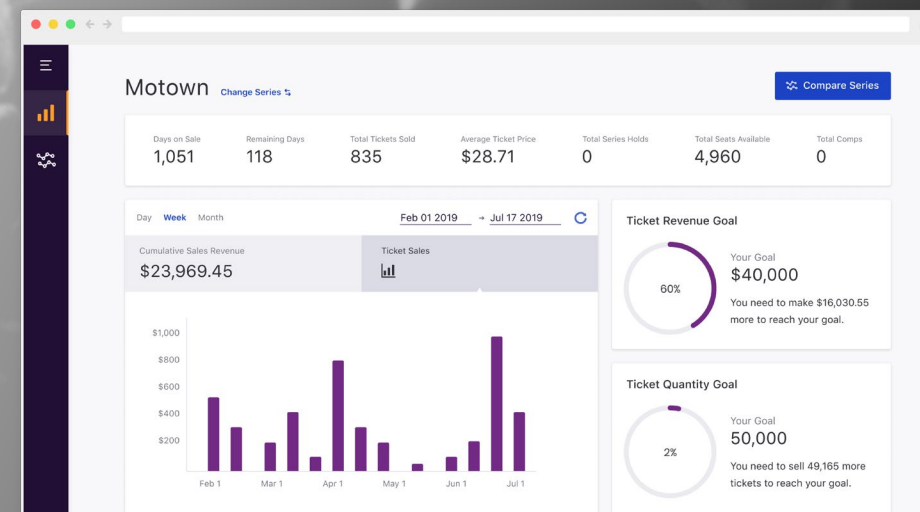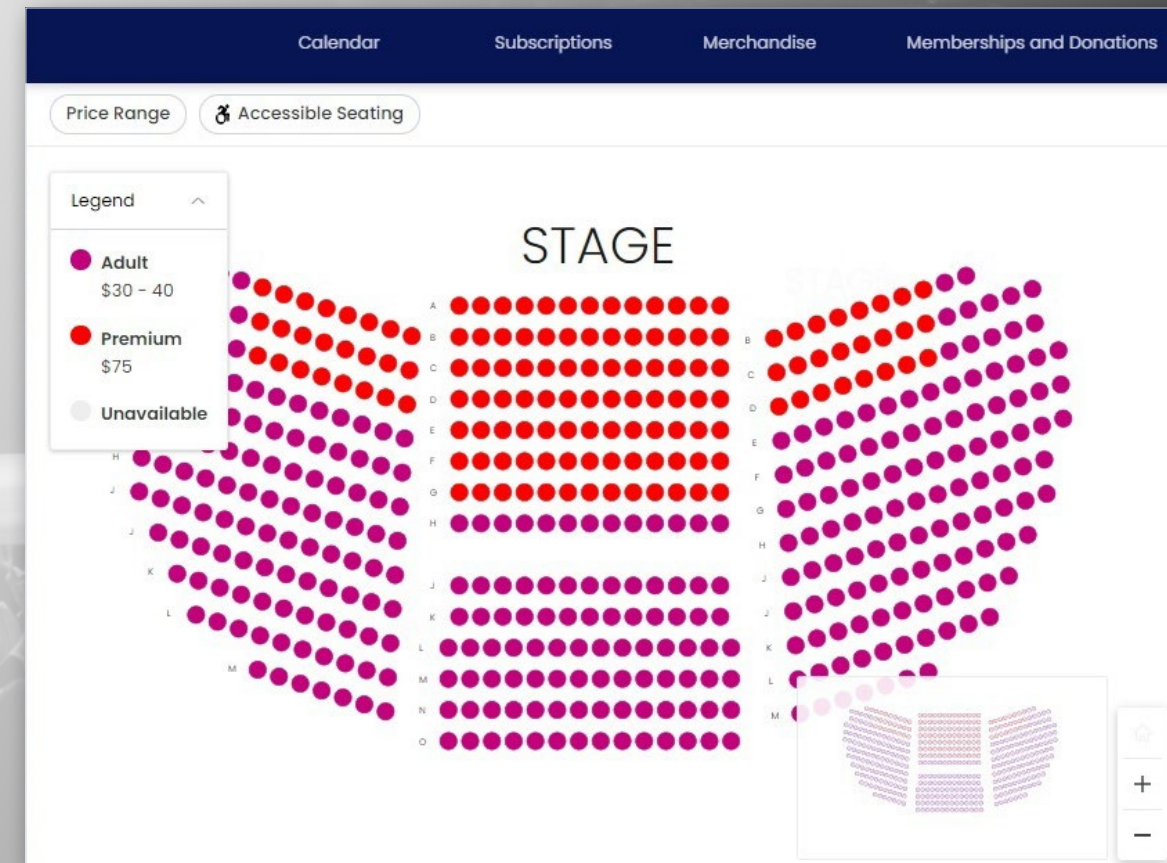
Branding

Consumers want to know who they're buying from. Well-branded experiences, including pre-, mid-, and post-event touchpoints, build customer trust and affinity to your brand. These are essential to generating everything from a healthy conversion rate to organic social sharing.

To create the most consistent experience true to your brand and your patrons, **ensure your ticketing software offers custom options** (your logo, your colors) so the ticketing process feels like your brand from beginning to end.

Pricing

COST VS. VALUE

There are two critical elements to consider when it comes to pricing for your ticketing software: the actual cost of the product; and, more importantly, the return on that investment and the revenue for your organization.

FLEXIBLE PRICING MODEL

Every organization is different, so it's natural that there isn't a one-size-fits-all pricing model. Many factors, including ticket volume, annual revenue, and business complexity, play a role in the cost of ticketing software.

One platform might simply sell tickets and cost less, while another may enable you to grow ticket, merchandise, and donation revenue by providing integrated analytics and marketing tools. **Understanding the value you're getting** for comprehensive ticketing software is critical.

Consolidation

When it comes to ticketing software, there can be several different platforms that solve the different challenges faced by live events organizations with many overlapping features. And they may not always integrate seamlessly with one another.

Online purchasing, box office sales, financial reporting, data analysis, marketing, and fundraising all must talk to one another to create a seamless and comprehensive experience for your organization. You need a true all-in-one solution that fulfills their cross-functional needs supported by customer insights.

STREAMLINING INTO ONE TICKETING SOFTWARE IMPROVES:

Efficiency. With all your ticketing features in one place, organizations are much more efficient in accomplishing tasks that would otherwise take place over several different platforms.

Security. Rather than having several sets of login credentials needing to be memorized by full-time professionals, part-time employees, and volunteers, consolidating is faster and more secure with only one login.

Costs. Why pay for multiple platforms with overlapping features when you could pay one price for one ticketing software that accomplishes everything all in one system?

Find the Perfect Solution for You

A wide range of event, customer, and ticketing software solutions exist in the marketplace to help manage live events. But what features ensure the best performance?

	CRM (Salesforce, Hubspot)	Fundraising Software & Donor Management (Bloomerang, DonorPerfect)	Marketing Automation Platform (Capterra, Criteo)	Ticketing Software (Eventbrite, Ticketmaster, SeatGeek)	AudienceView (All-in-One Solution)
Cross-Functional Reporting	✖				✖
Unified Customer Profiles	✖				✖
Box Office Ticketing				✖	✖
Online Ticket Purchasing				✖	✖
Online Donations		✖			✖
Email Marketing	✖	✖	✖	✖	✖
Amplified Events & Campaigns		✖		✖	✖
Membership & Subscription Builder		✖		✖	✖
Advanced Audience Segmentation	✖				✖

Audience-focused features

Sports fans, concert-goers, and art aficionados alike expect to complete

the entirety of their purchasing and attending experience in a contactless and digital way. The right ticketing platform will be able to flex the ticketing process to meet the needs of your patrons.

Keep in mind that it is essential to cater your ticketing experience to your audience.

You need to be able to offer ticketing resources that are user-friendly for all of your

patrons, even if some are less tech-savvy than others. While offering mobile tickets likely

satisfies most of your audience, doing away with paper tickets altogether may not be the

right move for all your patrons. Be sure to analyze each software's features to ensure you

can offer the best combination of ticketing options for every customer segment.

Checklist: Buying Ticketing Software

While every organization's processes and workflows vary to some degree, we've developed a thorough step-by-step process for buying the right ticketing software, from initial pain points to installation and onboarding.

○ **Pain Points:** Identify problems with the current ticketing platform

○ **Needs Analysis:** Analyze the cross-departmental needs forticketing, marketing, fundraising, CRM, and reporting processes

○ **Research:** Educate yourself about organizational ticketing needs and the solutions available

○ **Cost Evaluation:** Evaluate expected and actual costs for a solution that meets your organization's needs

○ **Pitch Internally:** Propose abudget to internal stakeholders

○ **Request For Proposals (RFP):** If this is required, release an RFP for ticketing software companies

○ **Demo:** Engage in demos of different potential ticketing solutions. Include the right internal staff members, and have a list of questions ready

○ **Decision Making:** Decide which ticketing software to purchase, checking software functionality against your organizational needs list

○ **Purchase:** Sign the contract and complete the ticketing software purchase

○ **Onboarding:** Work with the selected company to onboard the software

○ **Staff Training:** Train staff members (and volunteers) on the new ticketing solution and how it integrates with your business operations

○ **Track Results:** Set, track, and reevaluate goals such as year over year ticket revenue growth, increased conversion rate, and decreased cart abandonment rate

○ **Ongoing Support:** Utilize ongoing software support and training materials for troubleshooting and new feature adoption

RESEARCH TIPS

BE THOROUGH

There are so many different ticketing platforms out there, so be thorough and don't shy away from all the details. According to a Showpad survey, "B2B buyers will spend up to 20 hours researching before they contact a sales rep."

ASK YOUR PEERS

Many organizations within similar industries utilize ticketing software that may be perfect — or not perfect — for your needs. Inquire with partners and peers to hear about different solutions firsthand.

CHECK OUT REVIEWS IN DIRECTORIES

A review directory lets yousort by specific software categories and see helpful reviews about each platform. Capterra and G2 are great review directories to start with.

A Real All-in-One Ticketing Software Does Exist

## AudienceView Professional

As the go-to ticketing, marketing, and fundraising software that hundreds of organizations count on, AudienceView Professional is reliable, easy to learn and use, and can handle every ticketing process, from the largest on-sales to engaging with your customer base.

AudienceView Unlimited

For organizations with more robust ticketing requirements, AudienceView Unlimited offers full customization with game-changing automation. With this ticketing platform, you can achieve more in less time while gaining the necessary insights to curate any experience or attraction imaginable.

AudienceView Campus

Designed with athletics, performing arts, and student life ticketing in mind, AudienceView Campus was developed on a college campus to meet the specific needs of the higher education market. AudienceView Campus is designed with school-authenticated integration, flexible payments, user permissions, and differentiated ticketing processes for athletics, performing arts, and student life populations, while being centralized for back-end users.
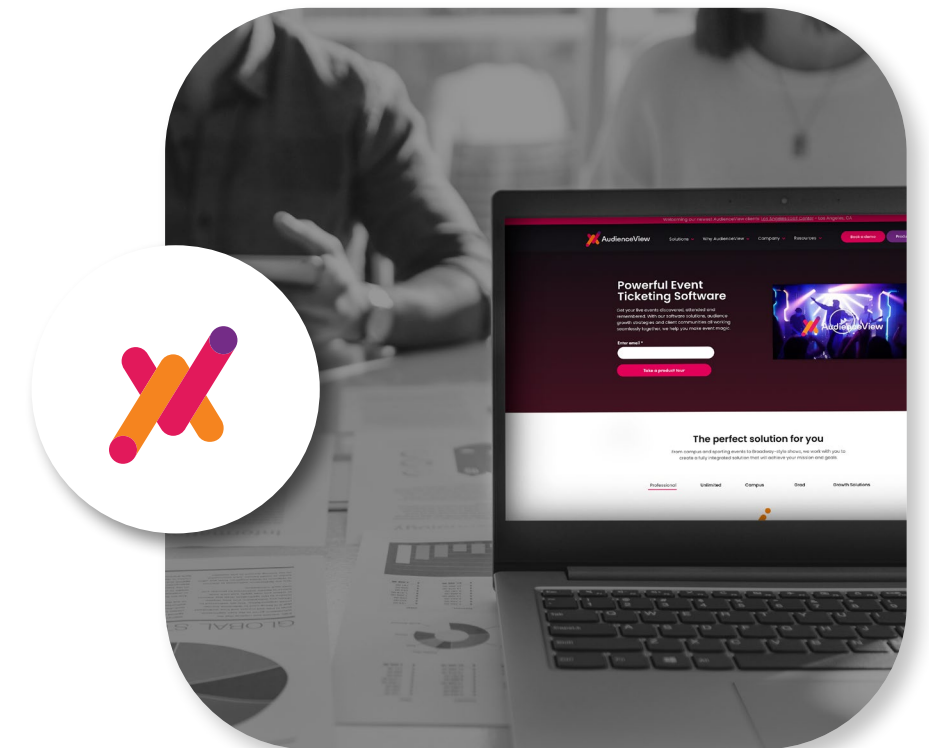
To learn more about the ins and outs of buying ticketing software with AudienceView, **schedule a demo today.**