

ticketmaster®

The world's leading live entertainment company, Ticketmaster makes it easy to purchase tickets for concerts, sporting events, and more. Their innovative approach to mobile partnerships has helped them excel in a competitive space.



Goal

With 70% of Ticketmaster's affiliate traffic coming from mobile devices, and deep relationships with major video, social, and music platforms, they looked to capitalize on discovery intent, creating native integrations that would allow their users to purchase tickets directly from fan pages, concert listings, and music streaming apps.

Ticketmaster's proactive, "biz dev" approach to partnerships had already led to promising relationships with strong partners – and they looked to Impact to help them onboard and activate those partnerships. Since most of their partners' activity happens in-app, they needed a mobile tracking solution that allowed them to accurately credit their mobile partnerships for the sales they drove.

Outcome

By integrating Impact's API-based tracking, Ticketmaster was able to onboard and track their strategic partnerships with video and music streaming platforms, search providers, and more. And their innovative approach to partnerships is working – to the tune of 32% YoY growth.

They've seen the best results from their native integrations, which allow users to complete their purchase within partners' apps and websites; their native integrations drive 20% higher conversion rates compared to the traditional experience, which requires users to click through to Ticketmaster to buy their tickets. By prioritizing native integrations and mobile user experience, Ticketmaster has been able to meet their users wherever they are and make it easy to buy tickets to their favorite shows – and that user-centric approach has driven applause-worthy results.

“We’ve experienced phenomenal growth on the Impact platform. The support for native integrations and ability to drive traffic directly into our app has been invaluable for us.”

— Brooke Feinberg, Senior Director of Affiliate Marketing

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+32%

YoY revenue increase

+20%

Higher conversion
rate for native
integrations vs
traditional