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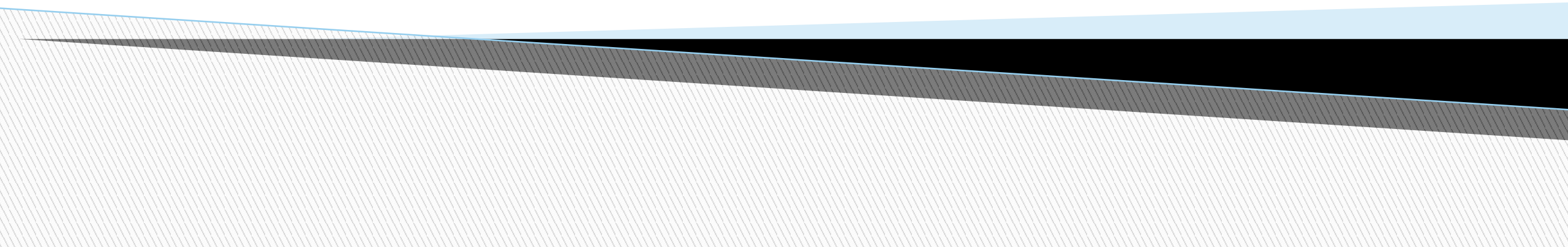
Beyond simple tickets…

InterTicket news

Beyond simple tickets…

- Beyond classic paper ticket printing …
  - online
  - mobil
  - NFC
  - wallet
  - account based

- Beyond ticketing system services …
  - marketing support
  - mobil application
  - database analysis
  - Electronic Direct Marketing

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Open to the Mobile World

- Mobil device and Internet usage in Hungary (2015)
  - 62% has smart phones, 34% has tablets
  - Internet Usage (2014): 72% PC, 55% laptop, 51% smart phone, 17% tablet

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Open to the Mobile World

- Content consumption
  - US: Content download through mobile devices has acceeded downloads through tabletop devices in 2014.
  - In Hungary: smart phones 15,9%, tablets 3,3% (2015)
  - Jegy.hu: 26% smart phones, 7% tablets (Aug. 2015)

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Open to Mobile World

- Purchases through mobiles
  - US: 22% of Internet tansactions happen through mobile devices
  - Hungary: Every 6th smart phone user uses her mobile for shopping
  - NetPincer 25% of its customers are from mobile (2015)

Customers are willing to pay for the convenience in orded to use their mobile devices.
The simplicity and practicality of using mobile well justifies applicable usage fee.

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Responsive ticket sales pages integrated into partner's web site

InterTicket enables partners, venues to integrate ticket sales pages into their own web pages. The level and depth of customization is beyond all other known solutions currently offered by others.

NEW!

- mobile optimized sales pages, for unique formatting to tablets, mobile phones, laptops, and desktops
- new sales pages with number of new marketing services.

Your Internet page is not yet mobile optimized?
- *your mobile customers will not convert to buyers*
- *search engines reject your pages*

InterTicket will help you

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Private native mobile App for Partners

- For its partners, InterTicket creates and continually updates native Android, and iOS applications, custom tailored for the partners' unique requirements.

- Ticket sales through simple push button.

- Event promoters get direct access to their patrons by residing on their smartphones.

- Quick messaging with the Patrons through the App.

- Private mobile app as the most efficient tool to build loyalty and sales.

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Efficient content distribution system

„Single gate" content management module: all data and information is synchronized through all channels

- ticketing system outlets – InterTicket's 350 sales points
- web pages
- mobile application
- live export feed to magazines and publishers

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Mobile tickets, mobile ticket handling and admission control

Event tickets and public transportation tickets can be handled electronically, through mobile telephones. The InterTicket solution provides the newest technology to its partners. The admission control system is integrated with the ticketing system. It is capable of handling both traditional barcodes, QR codes, and also NFC contactless technology for storing and reading secure NFC tickets.

Deutsche Telekom T-Mobile: eWallet project developed by InterTicket
OSPT - CIPURSE: Open Standard for Public Transportation - InterTicket
OTP Bank Mobile: Simple - one touch payment integration

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Business Decision Information System

The new management information system can be accessed through both mobile and desktop devices. It provides real time information and data through, dashboard, graphics charts, and tables. It gives overview of past reservations and sales through the different sales channels, reports on revenue, attendance as well as give prognosis about expected sales and attendance. You can compare currently running events to past sales history with your real live data sets.

„BigData"

- 2015: 40,000 events
- database with 30 million transactions and relating customers
- comparison with public industry data and tendencies
- pin point targeting - marketing solutions
- event planning, pricing

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Marketing tools for our partners

Every event organizer, theater, concert hall, festival uses a unique mix of marketing approaches depending on their knowledge and expertese. There are a number of common needs that InterTicket provides solutions for:

- beyond the traditional advetizing methods, where could I target and find people with the same interest and purchasing power?
- I have address lists and send out mailings but not sure if they are effective?
- how can I also send my newsletter to other potential buyers who are not on my mailing list, but may have an even better match and interest.
- I want to organize unique campaigns and experiment with discounts
- I would like to increase my turnover with gift cards and discount cards
- I would like to replace traditional season tickets with membership or loyalty cards
- I would like to implement loyalty programs and issue menbership cards
- I would like to provide pre-sale options for my best customers and patrons

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Professional e-mail marketing system

InterTicket shares its professional e-mail marketing system with its partners.

- e-mail marketing technology with full feature set
- strict data security complience for all partners
- private newsletter sending with the partner's template
- detailed reports, statistics, conversion analysis, dollar return improvment
- expand target reach with private newsletters to buyers of over 70 million tickets
- consulting on e-mail strategy
- e-mail marketing coordination with marketing campaign for maximum efficiency

E-mail marketing possibilities

Newsletter optimization
- personalized delivery timing
  - time for opening
  - desktop opening: higher conversion
- targeting for purchasing profile
  - by content consumption, and by purchasing history
- active address maintenance

Measurements, tracking, and reporting
- opening single/total /time /part of day /domains
- Click through: +links / +keywords
- bounce / signup / sign off
- purchases by number of transactions / tickets / amount
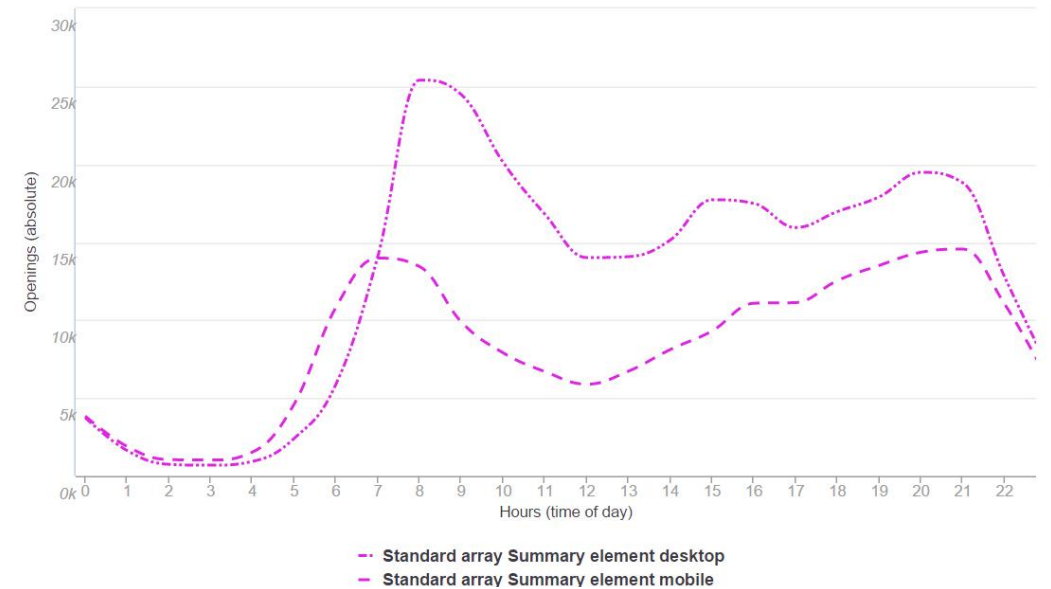
Target group expantion and targeting
- targeting based on data history
  - private address list
  - InterTicket's own newsletter list

InterTicket customer database
- 2,4 million addresses
- complete customer history
- targeting options

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Campaign management

The new, mobile optimized sales pages provide flexible methods for customized campaign design.

- Discount setup
  - fix or percentage discounts
  - target events, programs, or time range
  - with minimum / maximum ticket limits
- Optional required use of discount codes
- Personalized code generations, designated to uniques individuals
  - efficient delivery of personalized codes through e-mail marketing
  - single use codes for personalized discount

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Membership system for partners

Partners can enhance their own loyalty membership system with the help of InterTicket tools

- Discount cards (physical or virtual)
  - free or paid for
  - automatic discount level tracking based on number of purchases of amount
- Loyalty pre-sale program
- Plastic cards
  - loyalty cards for rights management
  - season ticket card
- Gift card in specified denomination
- Consulting for developing and managing loyalty systems
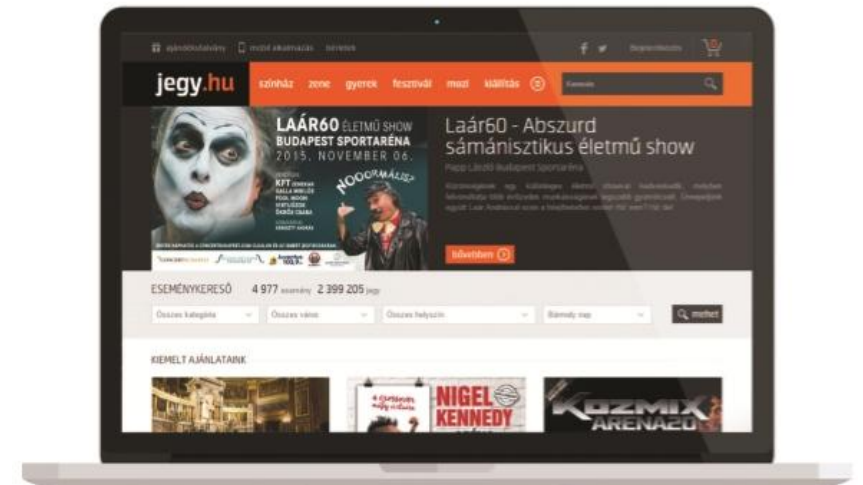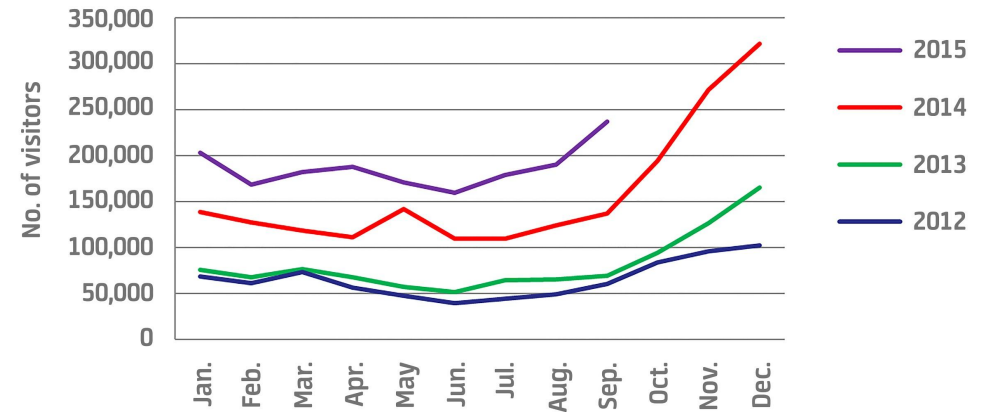

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Portal Advertizing and Sales platform

Example: Jegy.hu is a Hungarian web portal site for cultural events, theater, concerts, festivals, and exhibitions. It reaches targeted audience most efficiently. In 2015 November reaching 350,000 unique visitors as potential ticket buyers.

- advertizing possibilities on the portal - self-serve sign up
- complex campaign development request: adversising surfaces + e-mail marketing + social media
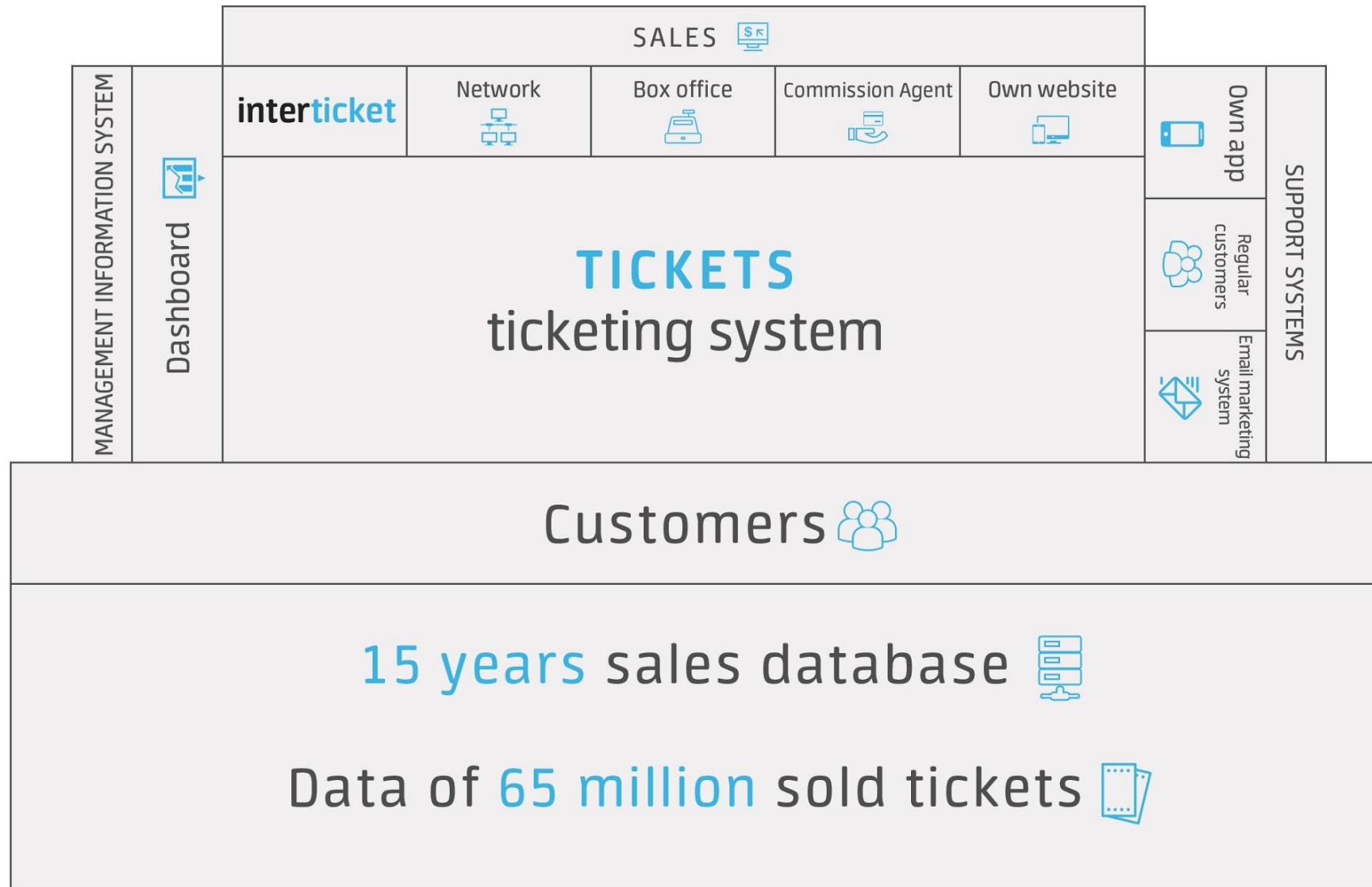
Jegy.hu visitors

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Kiosk Application

- 7/24 operation
- seating chart handling, ticket sales, CC payment, ticket printing
- estatic design customization
- in-door / out-door options

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Contact

Endre Jobbagy / president

InterTicket

endre@interticket.com

+1 781-275-5724

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