Unlock insights & revenue with ticketing data

MuleSoft Anypoint Platform for Ticketing Data Integration

Integrated data enhances operational capabilities and provides deep customer insights, improving sales and customer relationships.

All companies want to effectively identify and capitalize on upsell and cross-sell opportunities. But many modern customer relationship management (CRM) systems are disconnected from event ticket sales data. Without this data, organizations lack a comprehensive view of customer preferences, event attendance history and purchasing behavior. And without these critical insights, marketing efforts will be less targeted and less effective. Because generic promotions fail to resonate with individual customers, it can directly impact revenue potential.

When your organization can accurately track which events a customer has attended or shown interest in, you can recommend similar or complementary events. Personalized recommendations can also result in additional purchases, such as premium tickets, VIP packages and exclusive merchandise. But you need to prompt customers with relevant and appealing options. For instance, a customer who enjoys attending outdoor concerts should be informed about similar upcoming events.

Ticketmaster data is essential to unlocking these opportunities and more. When you integrate the Ticketmaster API (Archtics) with your business systems through NTT DATA, you can enhance your operational capabilities while gaining deep insights into your customer base. Detailed customer information, and the ability to act on it, builds customer engagement through tailored marketing campaigns and personalized offers. This not only improves the overall customer experience but also boosts your potential for significant additional revenue.

Ticketmaster integration:

- **Enhances customer insights.** Without integrated Ticketmaster data, your company will miss out on a 360-degree view of customer interactions. This comprehensive insight is vital for developing effective marketing strategies and creating personalized customer experiences.
- **Increases revenue opportunities.** Integrating Ticketmaster data helps identify and capitalize on upsell and cross-sell opportunities. Whether it's offering premium tickets, VIP packages or exclusive merchandise, understanding your customers' past purchases and preferences can lead to more targeted and effective promotions.
- **Improves customer retention.** By recommending similar or complementary events based on past attendance and interests, you can keep your customers engaged and more likely to return.

Integrating systems with Archtics requires security and orchestration. NTT DATA uses the MuleSoft Anypoint Platform to simplify and fast-track the process and create reusable assets. Our solution automates the data integration process, reducing the risk of errors and freeing up your team to focus on core business strategies.

Our record of successful implementations ensures a seamless integration of Ticketmaster data into your existing systems. We'll help you enhance both operational efficiency and data accuracy. And because we understand that each business has unique needs, our customized integration solutions will align with your specific business objectives.

Global racing company wins with Ticketmaster

A global racing company turned to NTT DATA to effectively integrate Ticketmaster data at a premier racing event. We helped synchronize 17 daily reports, containing a total of 100,000 records, with Salesforce so the company could store these reports on AWS S3 for future reference.

Our solution gave the racing company real-time data access for immediate visibility into ticket sales, resales and inventory, enhancing decision-making processes. The integration also created assets for Salesforce and AWS S3 that the company can reuse across various departments, maximizing ROI and operational efficiency.

Why NTT DATA

As a Ticketmaster Nexus Partner and an eight-time MuleSoft Partner of the Year, NTT DATA offers unparalleled expertise with system integrations. We'll help your organization enhance operational efficiency and customer data utilization. Contact us today to transform your ticketing operations and optimize the full potential of your Ticketmaster data.

nexus by ticketmaster®

> " Having automatic access to ticketing data has been a game changer for us. We no longer need to manually sync data, which has streamlined our operations significantly. Now, we can easily track available tickets and have better visibility into our customer's past purchases, empowering our sales and marketing teams to make data-led decisions and tailor their strategies effectively.
>
> *- Director of Applications at a*
> *Global Racing Company*

Unlocking the power of CRM Integration with Ticketmaster

Enhancing fan engagement, personalization and operational efficiency through unified data

Use case	Description	Benefit
Customer Segmentation and Marketing	By integrating Archtics with your CRM, you can segment customers based on their ticket purchase history, event attendance, and preferences. This segmentation can then be used to send personalized marketing campaigns for upcoming events or targeted promotions.	Tailored communications increase engagement rates and boost ticket sales for specific segments, such as season ticket holders, first-time buyers, or frequent attendees.
Season Ticket Management & Renewals	CRM integration allows event organizers to track season ticket holders, manage renewals, and create automated workflows. For example, you can trigger renewal reminders via email or SMS to offer personalized packages based on past purchases.	Automated processes streamline renewals, improve retention, and allow for customized offers that increase the likelihood of renewal.
Personalized Fan Experiences	Archtics can feed data into your CRM about individual fan behaviors, such as preferred events, ticket types, and purchasing channels. This allows you to create personalized fan experiences, loyalty programs, discounts, or exclusive access.	Enhance fan loyalty by offering experiences that cater to their individual preferences, leading to increased engagement and repeat purchases.
Unified Customer Profiles	Integrating Archtics with your CRM creates a single, unified profile for each customer, combining ticketing data with CRM interactions like customer service, email, or social media. This holistic view allows your sales and service teams to interact with customers more effectively.	A 360-degree customer view enables personalized customer service and data driven decision-making, improving the overall fan experience.
Data-Driven Insights & Reporting	CRM platforms can aggregate ticketing data from Archtics along with customer engagement metrics, creating dashboards and reports that help track performance. This could include insights on event attendance, sales trends, or promotional campaign effectiveness.	Allows marketing and sales teams to make data-driven decisions, optimize pricing strategies, and improve overall event planning and execution.
Cross-Selling & Upselling Opportunities	CRM systems can use data from Archtics to identify cross-selling and upselling opportunities. For instance, when a customer purchases a ticket, they can be offered upgrades to premium seats, parking passes, or exclusive event merchandise directly from the CRM.	Maximizes revenue per customer by offering relevant add-ons or upgrades based on their previous purchasing behaviors.
Customer Service & Support	When customers contact support, integration between Archtics and the CRM allows customer service representatives to instantly view ticket purchases, seat information, and event details. This makes it easier to resolve issues related to ticket changes, refunds, or event-related inquiries.	Reduces resolution time and improves customer satisfaction by enabling quicker, more accurate responses from support teams.
Loyalty Programs & Rewards	Using CRM-integrated data from Archtics, venues can create loyalty programs that reward fans based on ticket purchases, attendance frequency, or engagement in specific activities. These programs can be managed entirely through the CRM and tied to future ticket offers.	Increases customer retention by incentivizing repeat purchases and rewarding loyal fans with tailored offers and rewards.

Visit us.nttdata.com to learn more.

NTT DATA