

# Unlocking the power of your shadow audiences: New revenue & engagement strategies

## **Moderator:**

Rachael Easton, Tessitura

## **Presenters:**

**Matt Zarracina**

True Tickets

**Gary Halliday**

Roundhouse Trust



## Distraction Free Zone

Please keep keyboard and other  
distractions to a minimum



## No Recording

No recording or broadcasts  
of concurrent sessions



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# TRUE TICKETS

Oct 2022

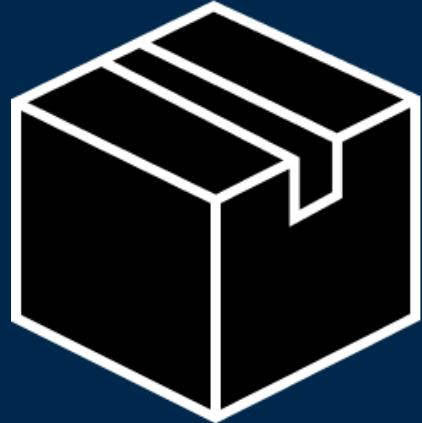
- 11 clients  
(10 US & 1 UK)
- 2M+ tickets delivered
- Launched Rules-Based Ticket Sharing (August 2022)

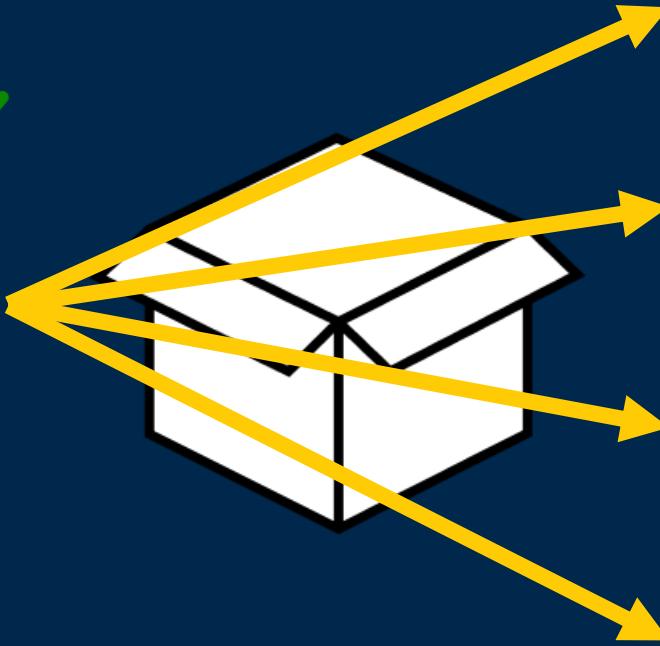
Apr 2025

- 82 clients  
(73 US, 5 CAN, 3 UK, & 1 AUS)
- 15M+ tickets delivered
- Added PatronSafe Resale  
(December 2024)

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How many of the people  
in your audience do you  
really know?







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	<b>Matt</b>	<b>Gary</b>	<b>Rose</b>
Theatre on Friday	 Known	Shadow	Shadow

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	Matt	Gary	Rose
Theatre on Friday	 Known	Shadow	Shadow
Concert next month	Shadow	 Known	Shadow

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	Matt	Gary	Rose
Theatre on Friday	 Known	Shadow	Shadow
Concert next month	Shadow	 Known	Shadow
Musical at Christmas	Shadow	 Known	-

	Matt	Gary	Rose
Theatre on Friday	 Known	Shadow	Shadow
Concert next month	Shadow	 Known	Shadow
Musical at Christmas	Shadow	 Known	-
Frequency	1	2	0
In Tessitura	Infrequent attendee	Frequent attendee	Never attended

	Matt	Gary	Rose
Theatre on Friday	 Known	Revealed shadow	Revealed shadow
Concert next month	Revealed shadow	 Known	Revealed shadow
Musical at Christmas	Revealed shadow	 Known	-
Frequency	3	3	2
In Tessitura	<b>Highly engaged across all art forms</b>	<b>Highly engaged across all art forms</b>	<b>Frequent attendee</b>

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## ANALYSIS PROJECT WITH



### 31 Organisations

- 2 Dance Companies
- 7 Music organisations
- 1 Opera
- 14 Performing Arts Centers
- 7 Theatres



3 Full Calendar Years:

- 2022, 2023, & 2024

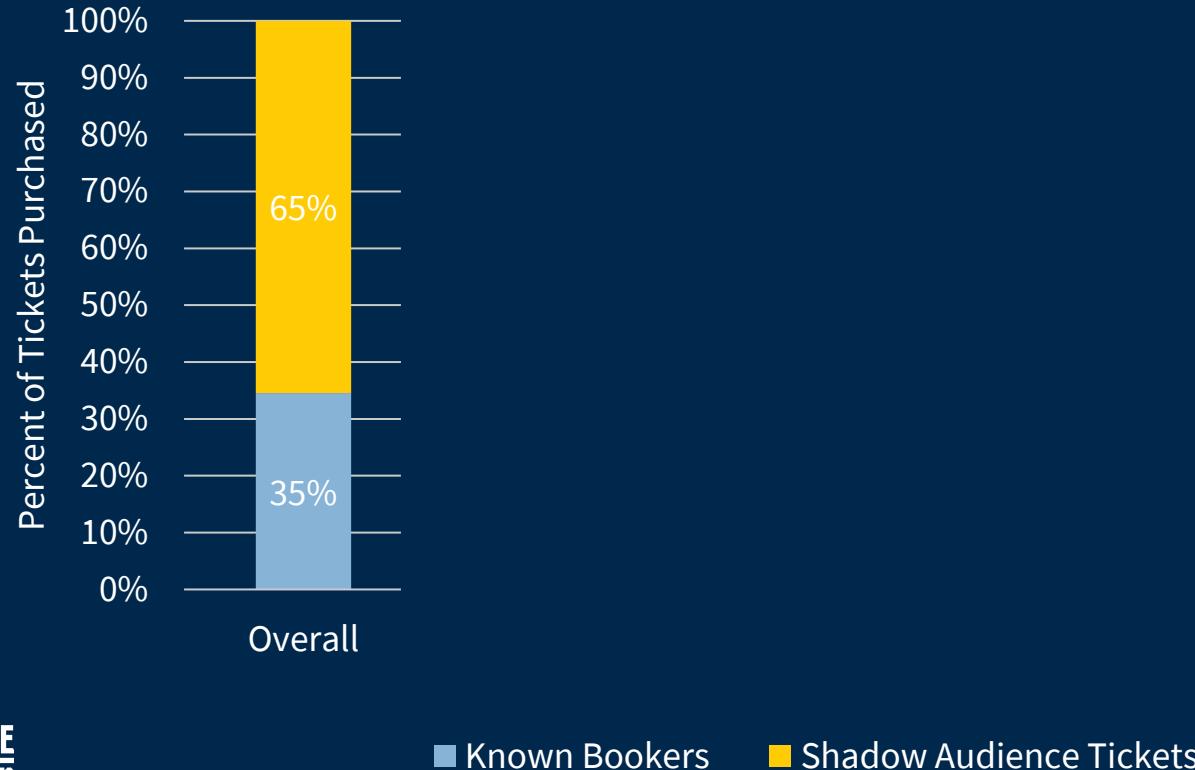


~5.4 Million Customers

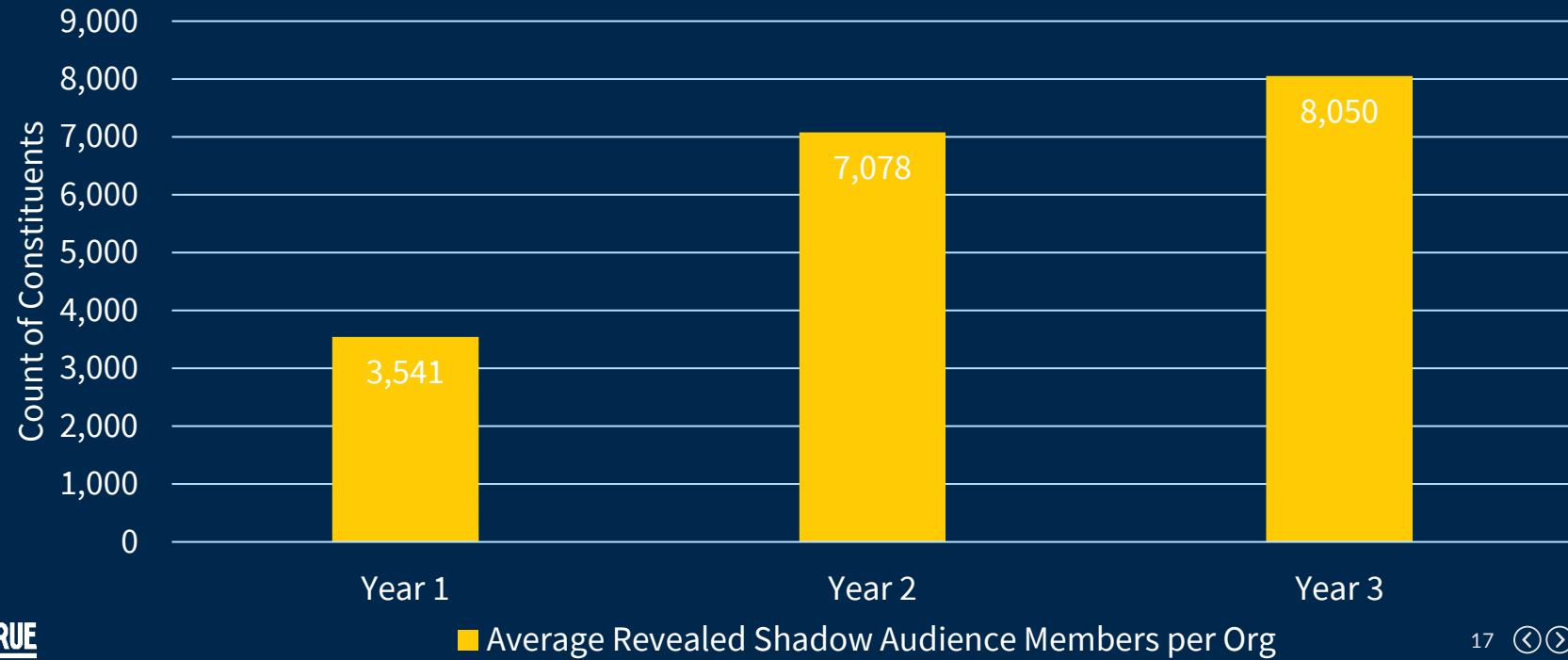


~32 Million Tickets

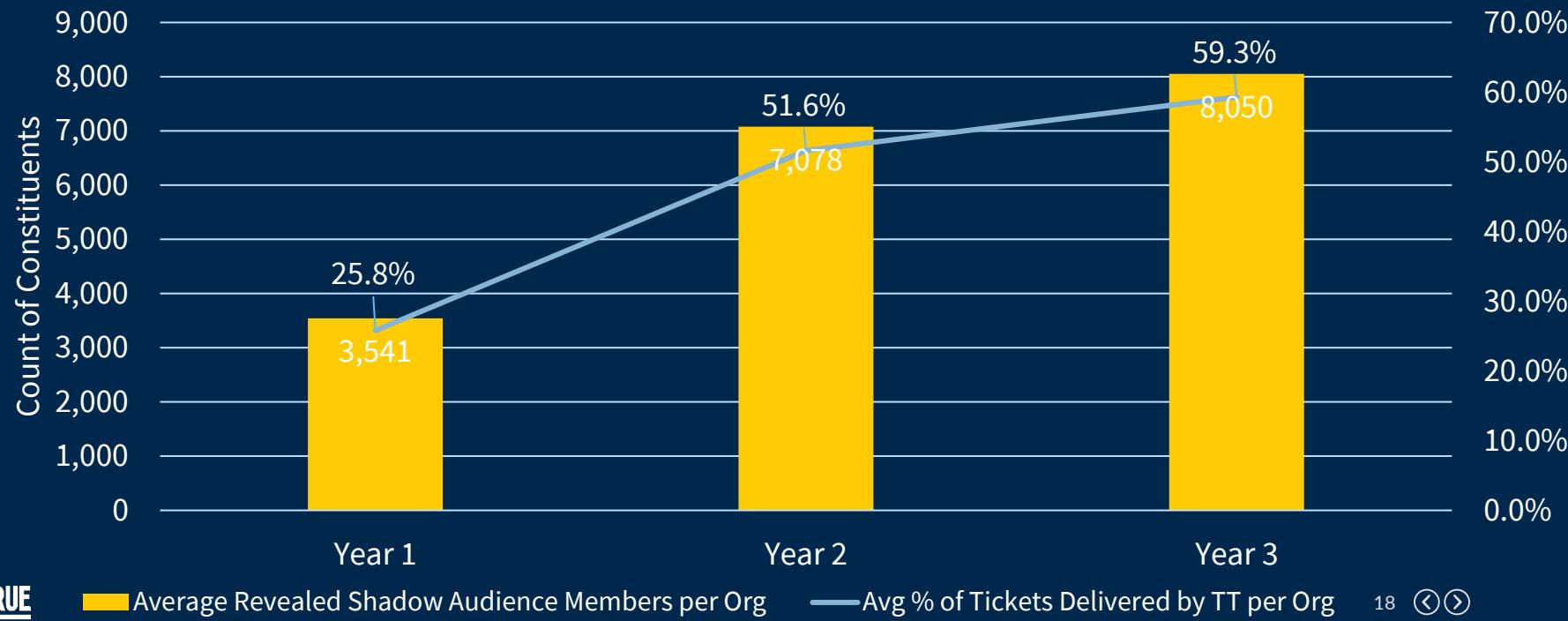
# WHY THIS MATTERS



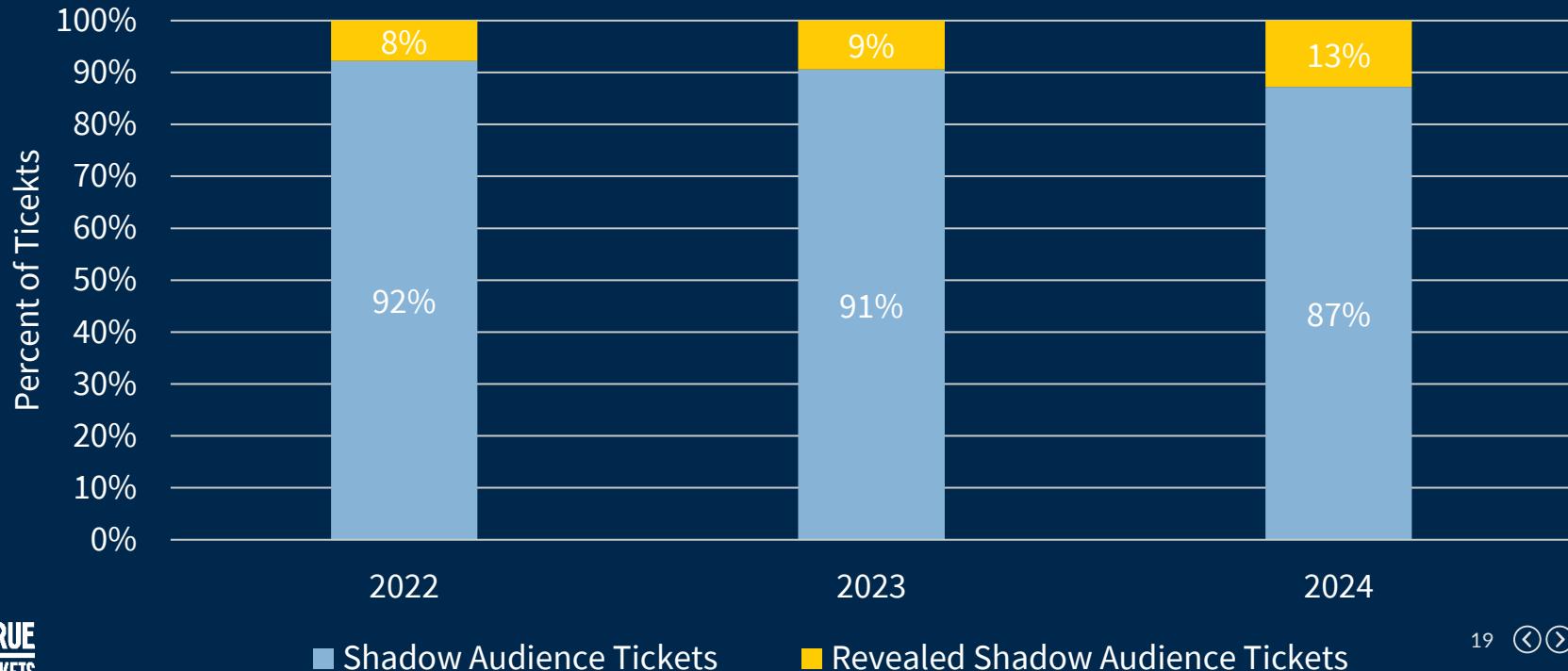
# EACH YEAR, MORE OF THESE CLIENTS' SHADOW AUDIENCE MEMBERS ARE BEING REVEALED



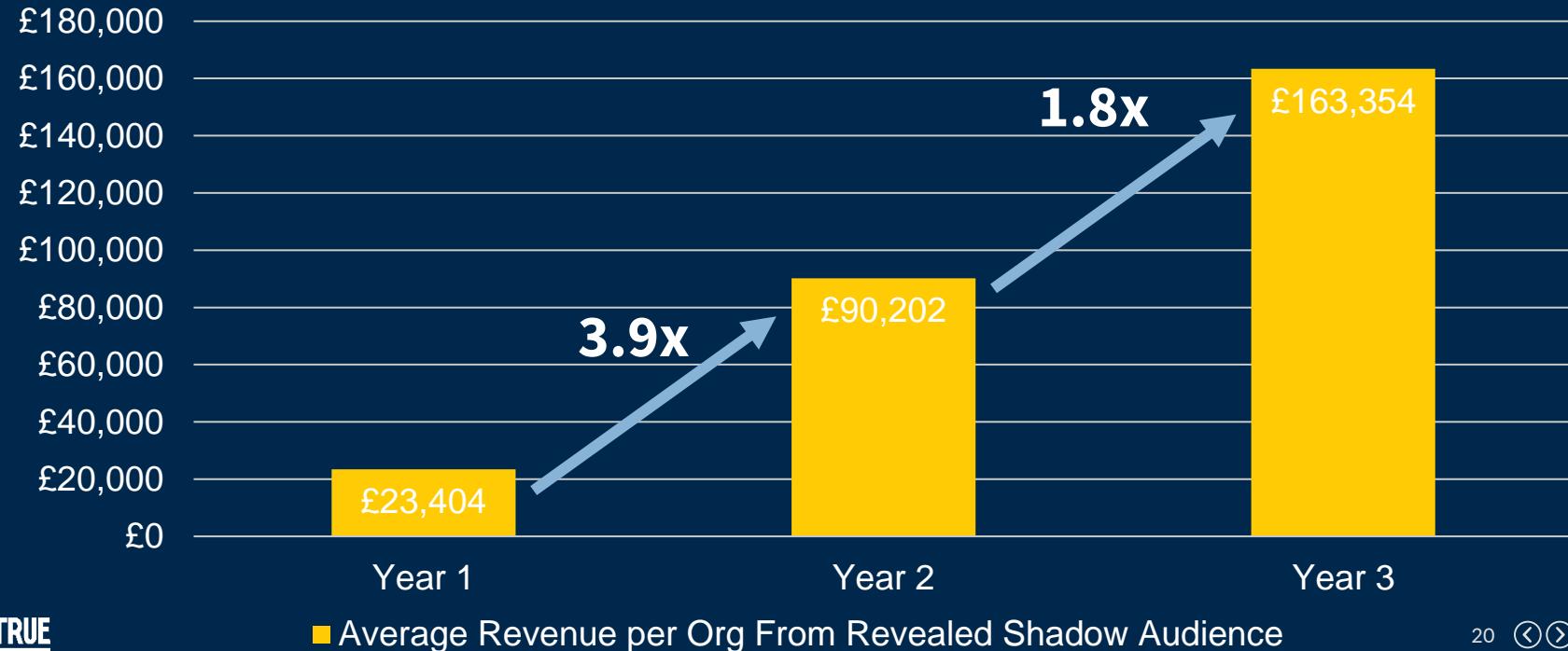
# THE MORE CLIENTS LEVERAGE TRUE TICKETS, THE MORE SHADOW AUDIENCE MEMBERS ARE BEING REVEALED



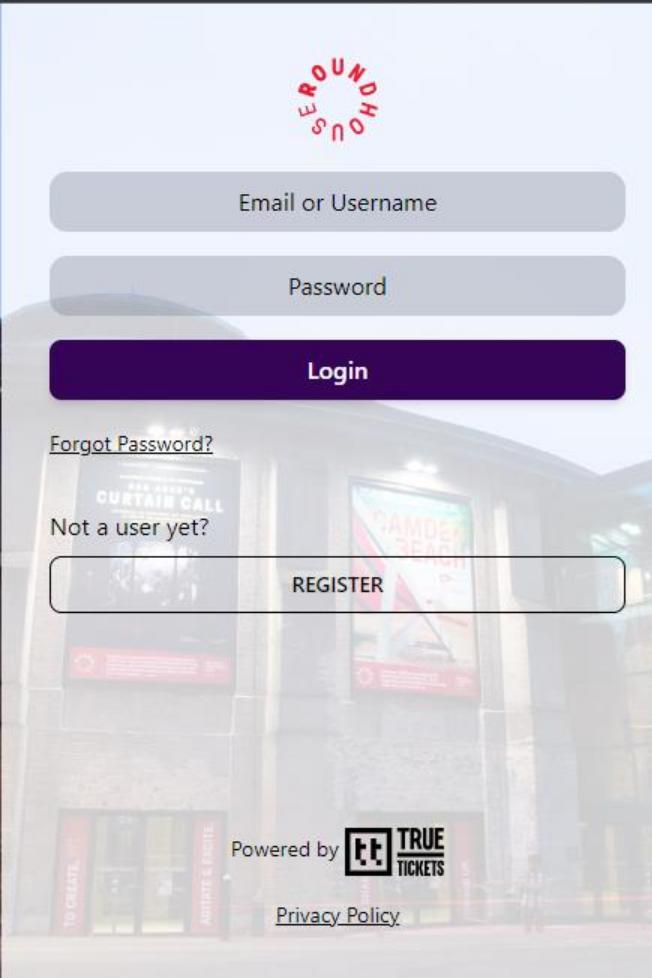
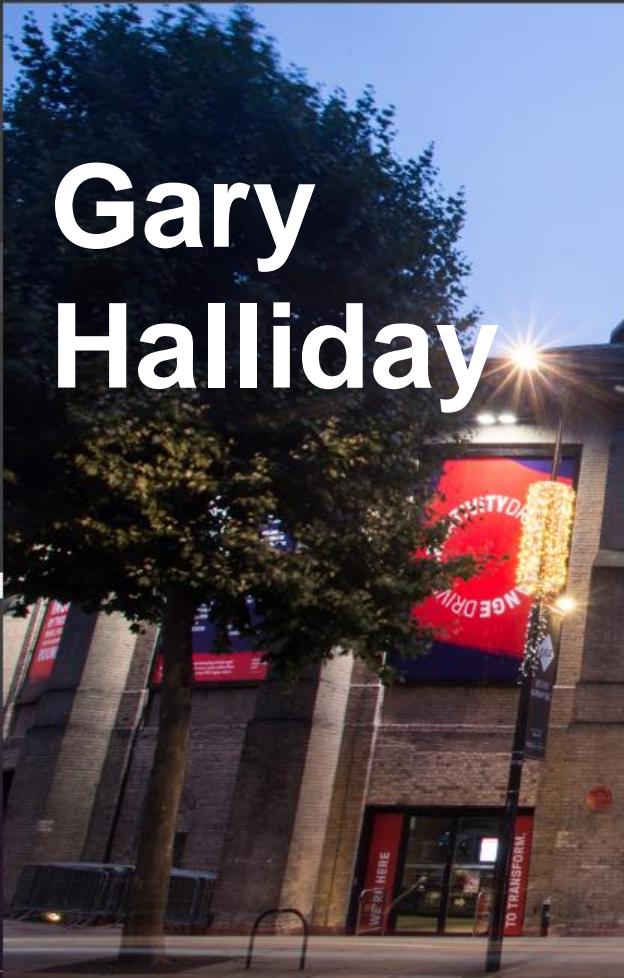
# YEAR OVER YEAR, REVEALED SHADOW AUDIENCE MEMBERS REMAINS A MASSIVE OPPORTUNITY



# YOUR SHADOW AUDIENCE WANTS TO SPEND MONEY



# Gary Halliday



ROUNDHOUSE

Email or Username

Password

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**REGISTER**

Powered by  **TRUE**  
TICKETS

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## 5 WEEKS POST LAUNCH - 2022



- 98% of tickets delivered by True Tickets
- 2,031 tickets shared
- 1,800 new names (customer records created)
- 30% sign up rate to our email list

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# HOW IT'S GOING



- 88.8% of tickets were delivered by True Tickets in 2023 & 2024<sup>1</sup>
- 112,638 tickets shared<sup>2</sup>
- 67,517 new names (customer records created)<sup>2</sup>
- 24% Opt-in rate for revealed shadow audience members  
(19% for registrations during online booking)

# INCREMENTAL REVENUE



Fiscal Year	Total Contribution Amount	Total Ticket Paid Amount
2022	£166	£19,804
2023	£3,243	£98,095
2024	£5,959	£112,527
<b>Total</b>	<b>£9,368</b>	<b>£230,426</b>

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# WHAT WE WERE EXCITED ABOUT IN 2022



- Analysis and action on touting
- Better control of secondary markets
- Deeper segmentation

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## ANALYSIS AND ACTION ON TOUTING



- We identified 208 potential touts using the data available to us from True Tickets
- One constituent had shared over 400 tickets but had never been a recipient
- Using True Tickets we are now able to restrict these constituents from sharing tickets
- Additional benefit—we now have the data of their customers

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## BETTER CONTROL OF SECONDARY MARKETS



- We regularly check unauthorised resale sites for our tickets
- Where we can identify the owner we now have the ability to take the tickets back
- Like with touting we can also restrict the user from sharing the tickets
- This restriction can also be applied at the performance level
- Integration with Twickets is coming soon!

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## DEEPER SEGMENTATION



- We are now able to survey every attendee
- Having the full journey of a ticket allows us to better understand people's networks
- Puts more people into our customer journey allowing for more touch points
- We can differentiate comms using dynamic blocks based on more detailed booking information

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## WHY YOU SHOULD CARE



- UK shadow audience repeat buying behavior is like the US —they act just like your first time bookers
- Broader and deeper view of audience data
- Your audience is currently an unknown unknown

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# WHAT YOU CAN DO TODAY



- **Immediate:** Start capturing and utilising first-party data
- **Long-Term:** Implement seamless resale to ensure fan-friendly, **venue-controlled** secondary sales



# Q&A

Please use a microphone so that everyone in the room can be part of the conversation