

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

Moderator:

Rachael Easton, Tessitura

Presenters:

Matt Zarracina

True Tickets

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Roundhouse Trust



Distraction Free Zone

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No Recording

No recording or broadcasts of concurrent sessions



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TRUE TICKETS

Oct 2022

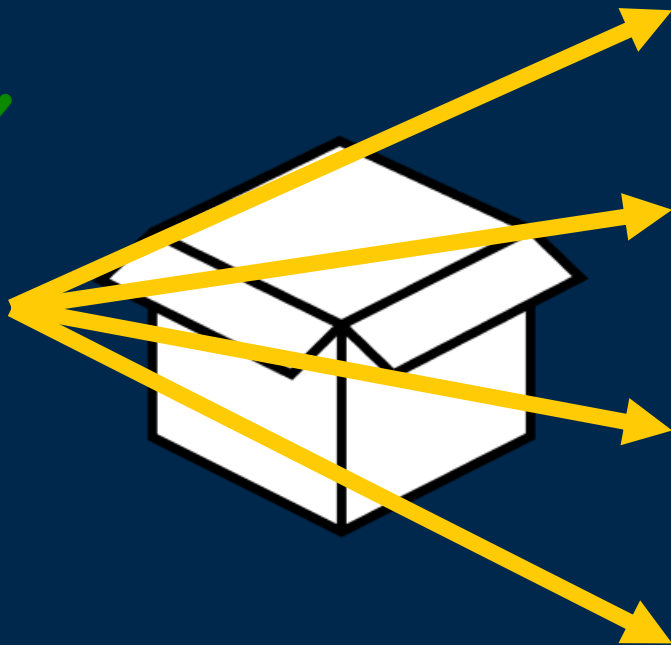
- 11 clients
(10 US & 1 UK)
- 2M+ tickets delivered
- Launched Rules-Based Ticket Sharing (August 2022)

Apr 2025


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



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
















	Matt	Gary	Rose
Theatre on Friday	 Known	Shadow	Shadow

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

	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	Highly engaged across all art forms	Highly engaged across all art forms	Frequent attendee

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

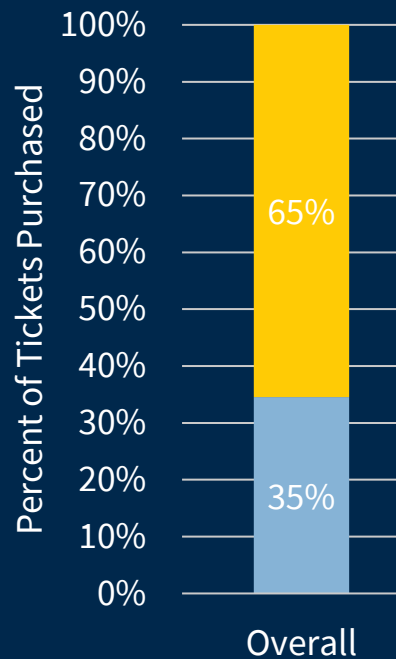


~5.4 Million Customers

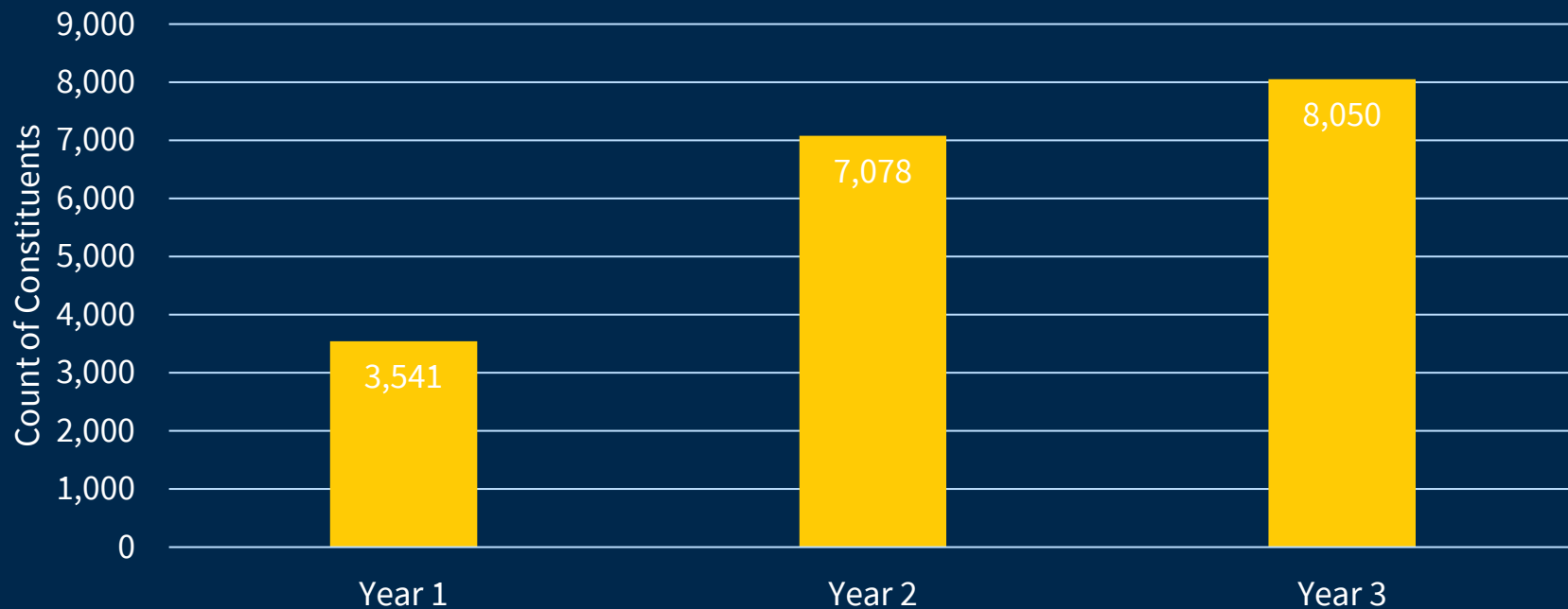


~32 Million Tickets

WHY THIS MATTERS

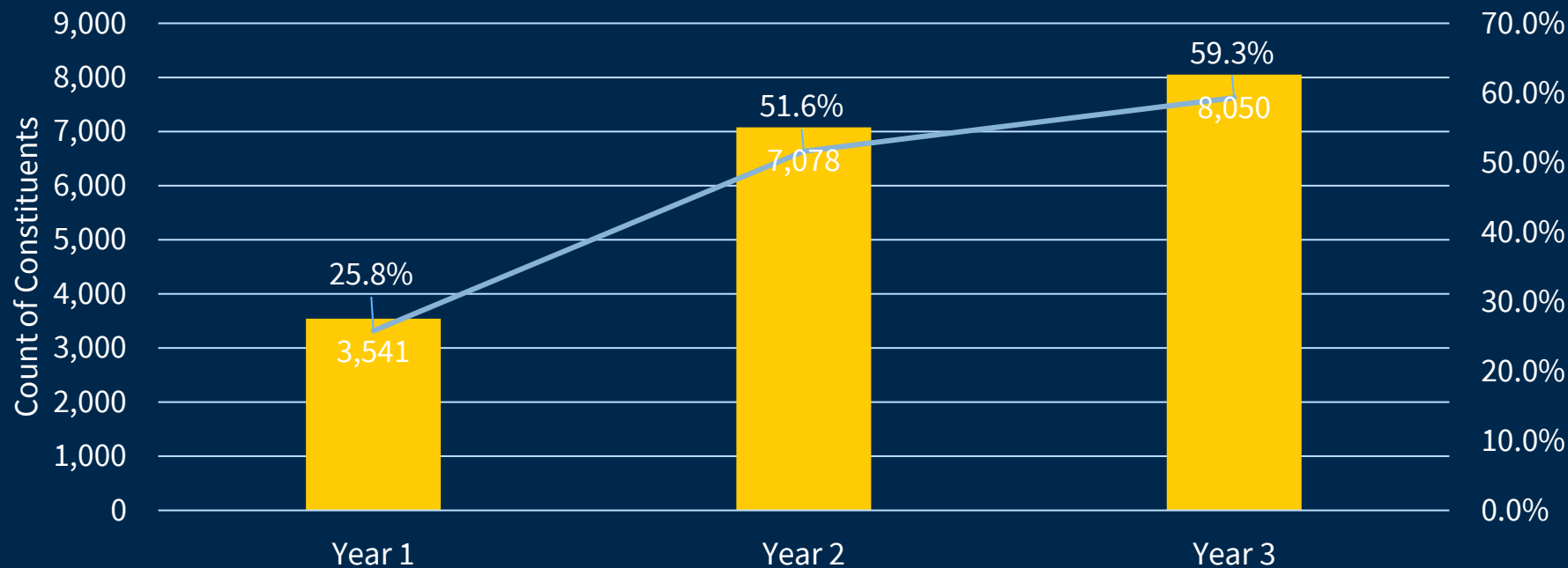


EACH YEAR, MORE OF THESE CLIENTS' SHADOW AUDIENCE MEMBERS ARE BEING REVEALED

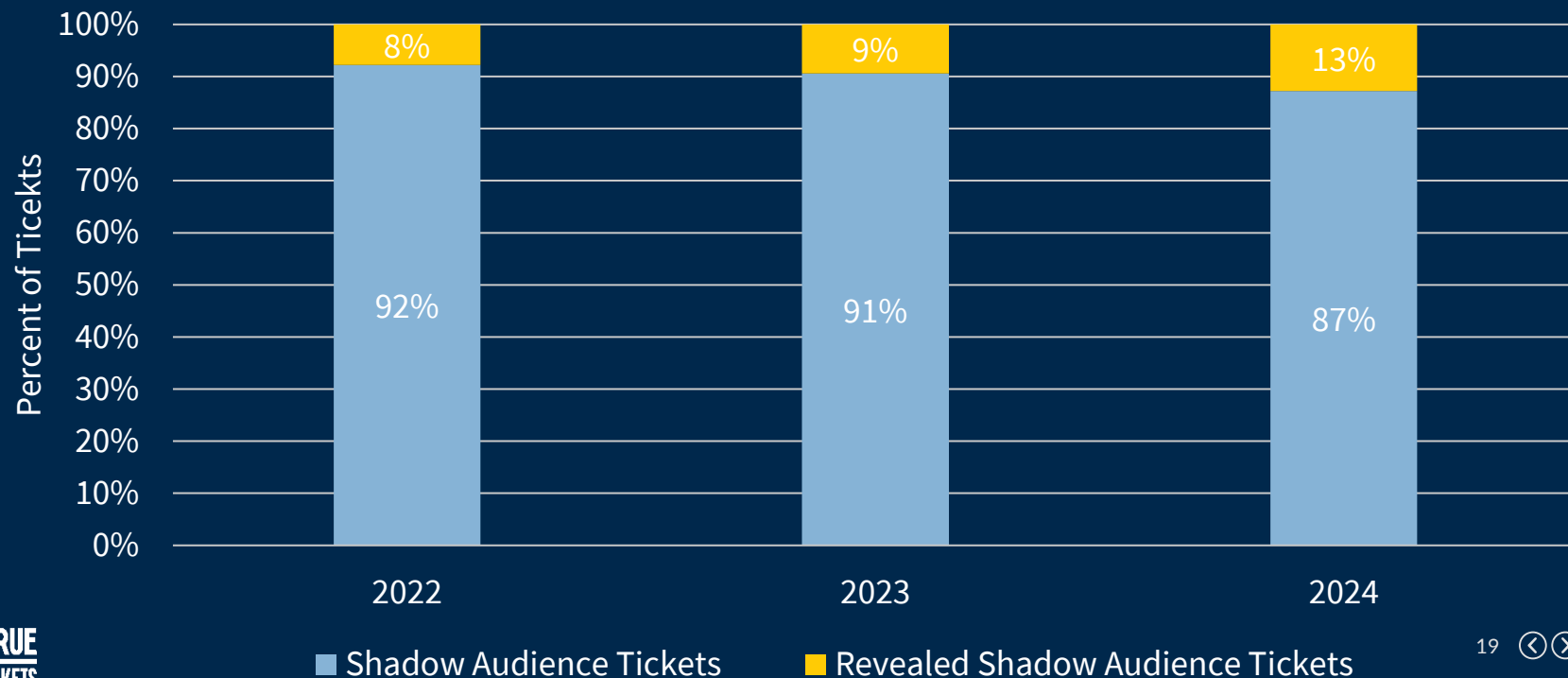


■ Average Revealed Shadow Audience Members per Org

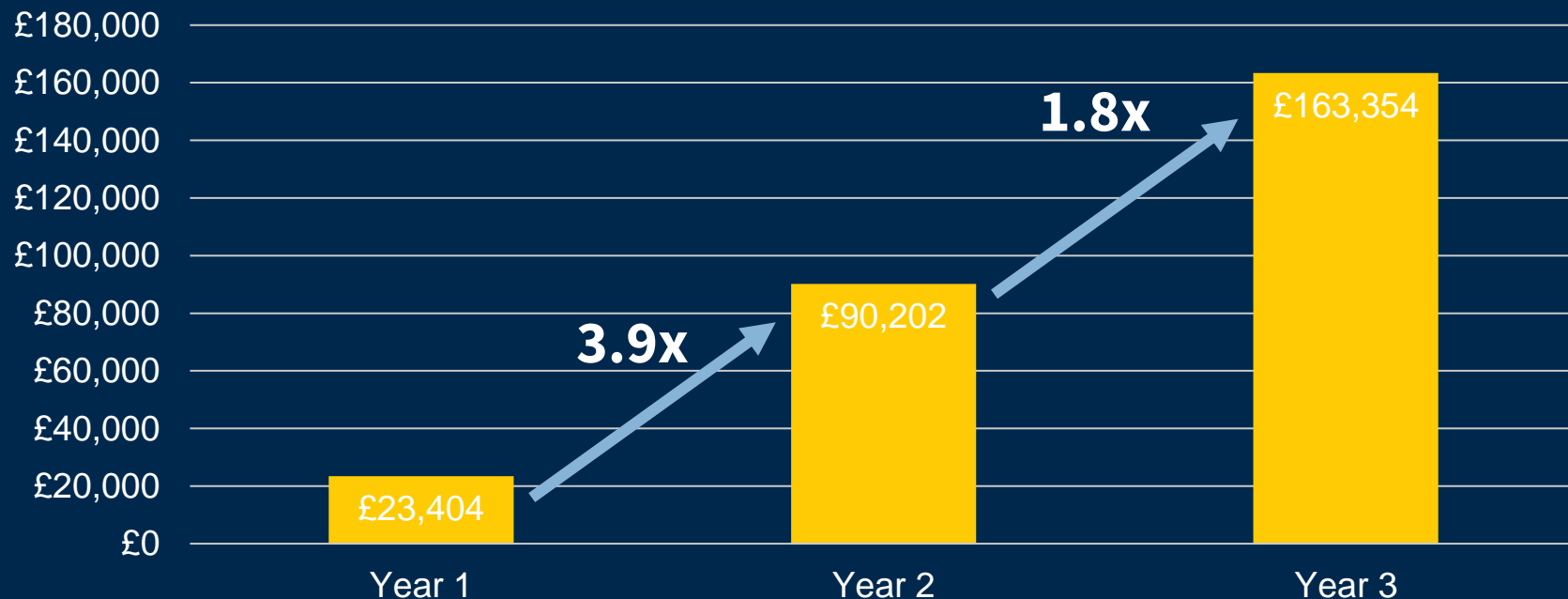
THE MORE CLIENTS LEVERAGE TRUE TICKETS, THE MORE SHADOW AUDIENCE MEMBERS ARE BEING REVEALED



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



YOUR SHADOW AUDIENCE WANTS TO SPEND MONEY



■ Average Revenue per Org From Revealed Shadow Audience

Gary Halliday

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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

HOW IT'S GOING



- 88.8% of tickets were delivered by True Tickets in 2023 & 2024¹
- 112,638 tickets shared²
- 67,517 new names (customer records created)²
- 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
Total	£9,368	£230,426

WHAT WE WERE EXCITED ABOUT IN 2022



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

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

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!

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

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

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