

Better together: Uniting to reach the next generation of arts & culture lovers – The ArtsCard Boston app for engaging under-35 audiences

Moderator:

Rebecca Herberson, Tessitura

Introduction:

Jack Rubin

Presenters:

Vawnya Nichols

Celebrity Series of Boston

Wolfgang Graf

easy-connect/Ticket Gretchen GmbH



Distraction-free zone

Please keep keyboard and other distractions to a minimum



No recording

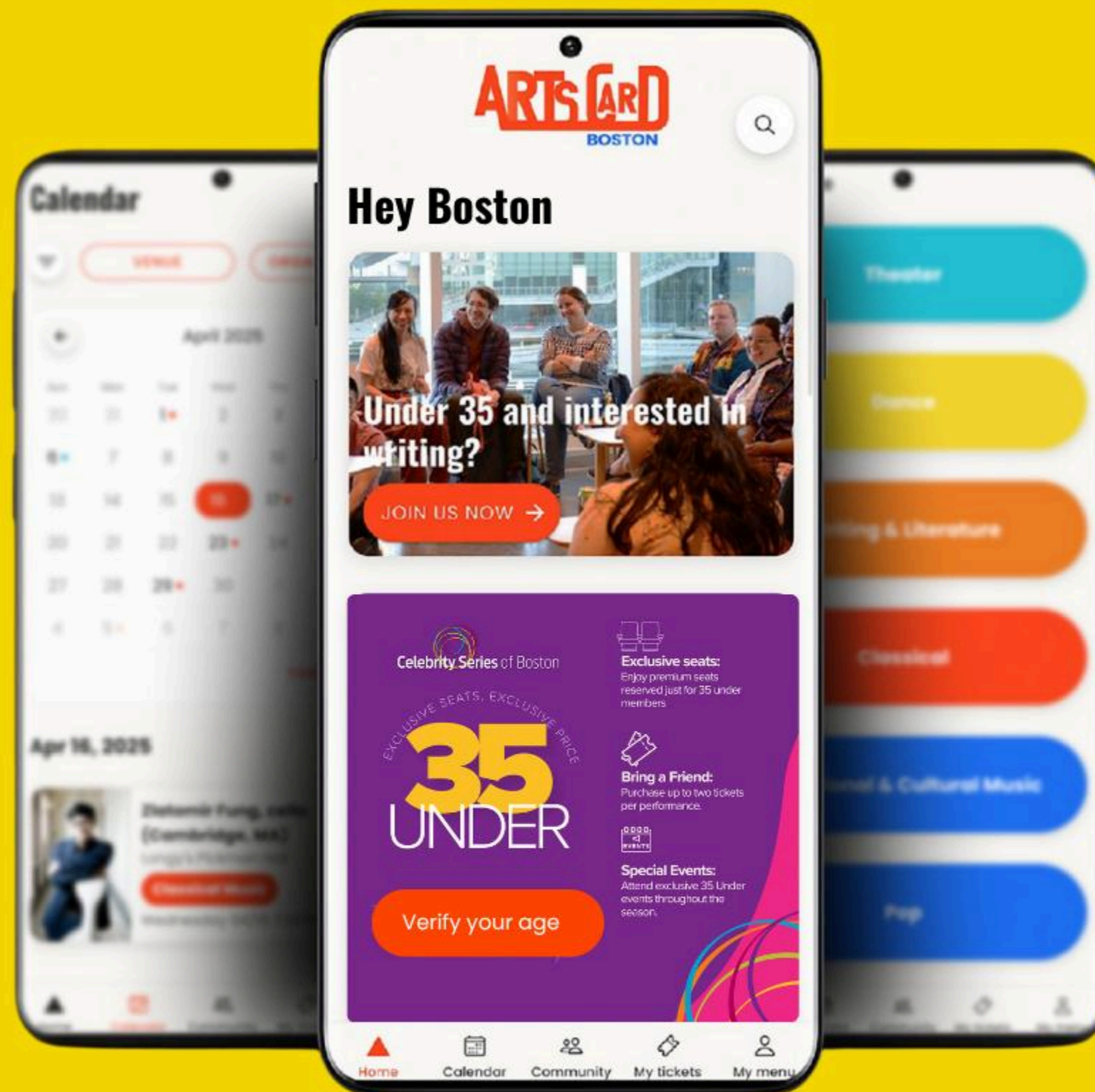
Do not record or broadcast concurrent sessions



FOR ENGAGING UNDER-35 AUDIENCES

Better together: Uniting to reach the next generation of arts & culture lovers –

ArtsCardBoston.com



easy—y——
c——connect

Celebrity Series of Boston



**Wolfgang
A. Graf**



CEO & Co-Founder
easy-connect



**Vawnya
Nichols**



Associate Director, Ticketing and
Audience Services
Celebrity Series of Boston

About easy-connect

- **Tech & Product company** based in Vienna
- Like Tessitura **focused on Arts & Culture**
- ~10 years in business,
over **100 clients in Europe and the US.**
- Our mission: We want to **support Arts & Culture organizations to increase visibility** in the global & digital entertainment competition, so that more people can enjoy Arts & culture.
- easy-connect offers a **NextGen App-framework**, fully adoptable to corporate design & specific needs with **many innovative out-of-the-box features for digital audience development**



Flexible & powerful NextGen Digital Audience Engagement & Ticketing Apps

Our App solutions supports you to...

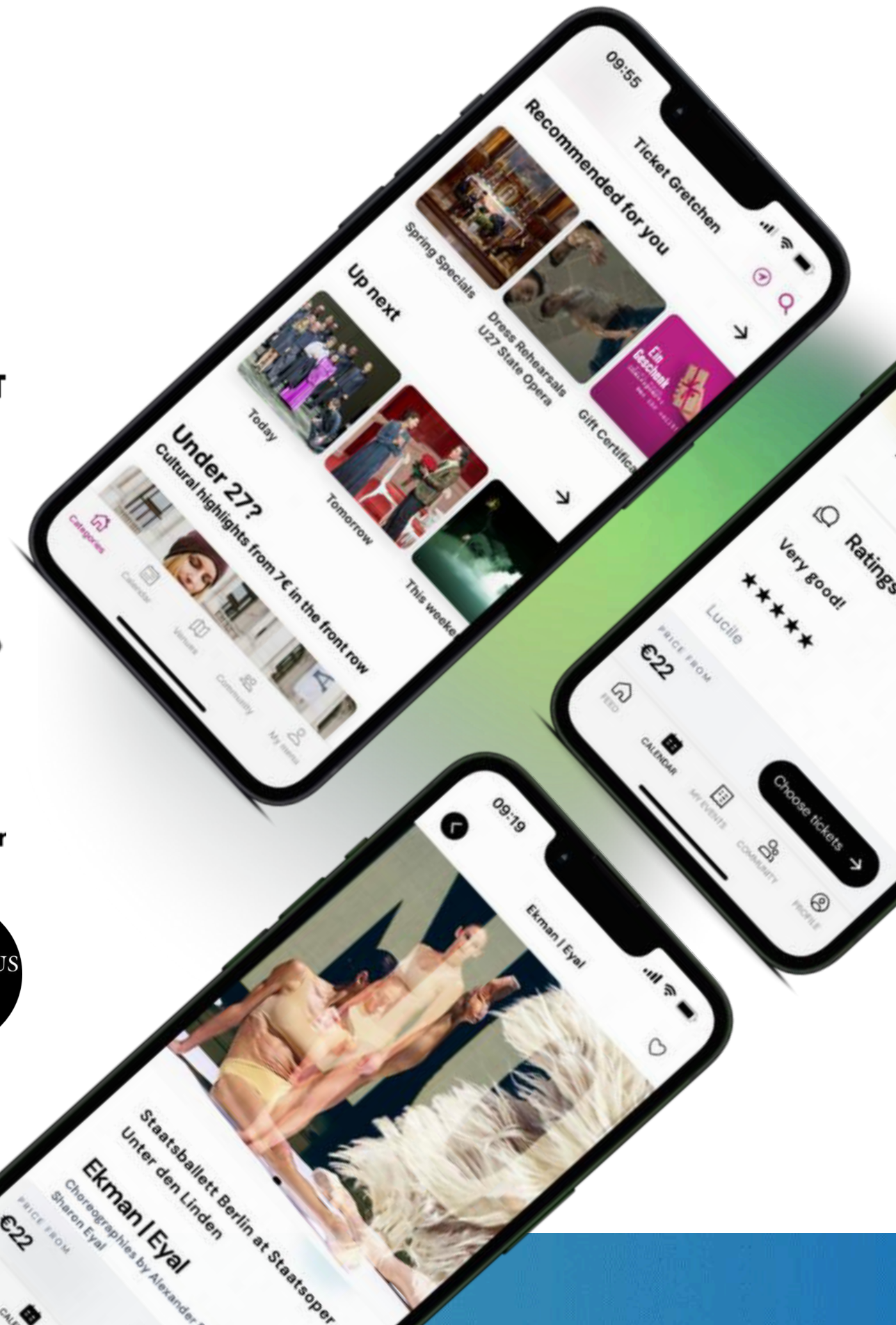
- lower barriers for entry & boost convenience
- reengage audiences & increase customer loyalty and engagement
- reach out to new and NextGen Audiences
- increase revenue & ticket sales

easy-connect White-Label App features highlights:

- Social & Community Features
- Enhanced content presentation
- Mobile tickets
- Digitization of membership & young audience programs
- Direct & personalized communication



Berliner Philharmoniker



OUR FOCUS

1 App First

Bring Arts & Culture to where people spend most of their time – on their smartphones

2 Easy Access

- Fast & easy booking flow
- Know before you go info
- Personalized recommendations
- Digitize discount & membership programs
- Based on real-time API based connection

3 Community & Fandom

- It's a social event!
- Make it easy for your fans to share their passion & enjoy culture events together
- Initiator & responder logic
- Loyalty programs

4 Data Personalization Automation

- Your customers – your data
- Use behavioral data to personalize content & communication
- Direct communication channel

Key Features

Seamless Mobile Experience

- All events at a glance with categories, filters (e.g. genres and tags) & search
- User stays logged in, discounts apply automatically
- Digital Ticket Delivery/Ticket Wallet
- Real-time integration with ticket availability and website content updates
- Full data ownership

Lottery & App-Only Promo Events

- Enable access to special events or last-minute tickets
- Events for specific member groups
- Professionals or behind the scenes access opportunities
- Collect user data for future cultivation

A Platform for Fandom

- Build an Arts & Culture community
- Referral program
- Share wishlists
- Gamification
- ...and much more

Loyalty Programs

- Encourage repeat visits with personalized rewards, special access, tailored content, or gamification

Digitize Targeted Audience Programs

- Students
- Age-based programs
- Access & low-income programs
- Military & Veterans
- First responders
- ... and many more

Personalization

- Personalized content based on constituent record, app behavior, etc.
- Personalized communication with push notifications and in-app messages



Celebrity Series of Boston

Celebrity Series is a multi-disciplinary, non-profit, performing arts presenter.

Our Mission

To enrich and inspire our community through exceptional live performances.

Our Vision

We envision a community of Greater Boston where the performing arts are a valued, life-long, shared experience—on stages, on streets, in neighborhoods—everywhere.

Our Values: Collaboration - Curiosity – Equity – Integrity - Joy

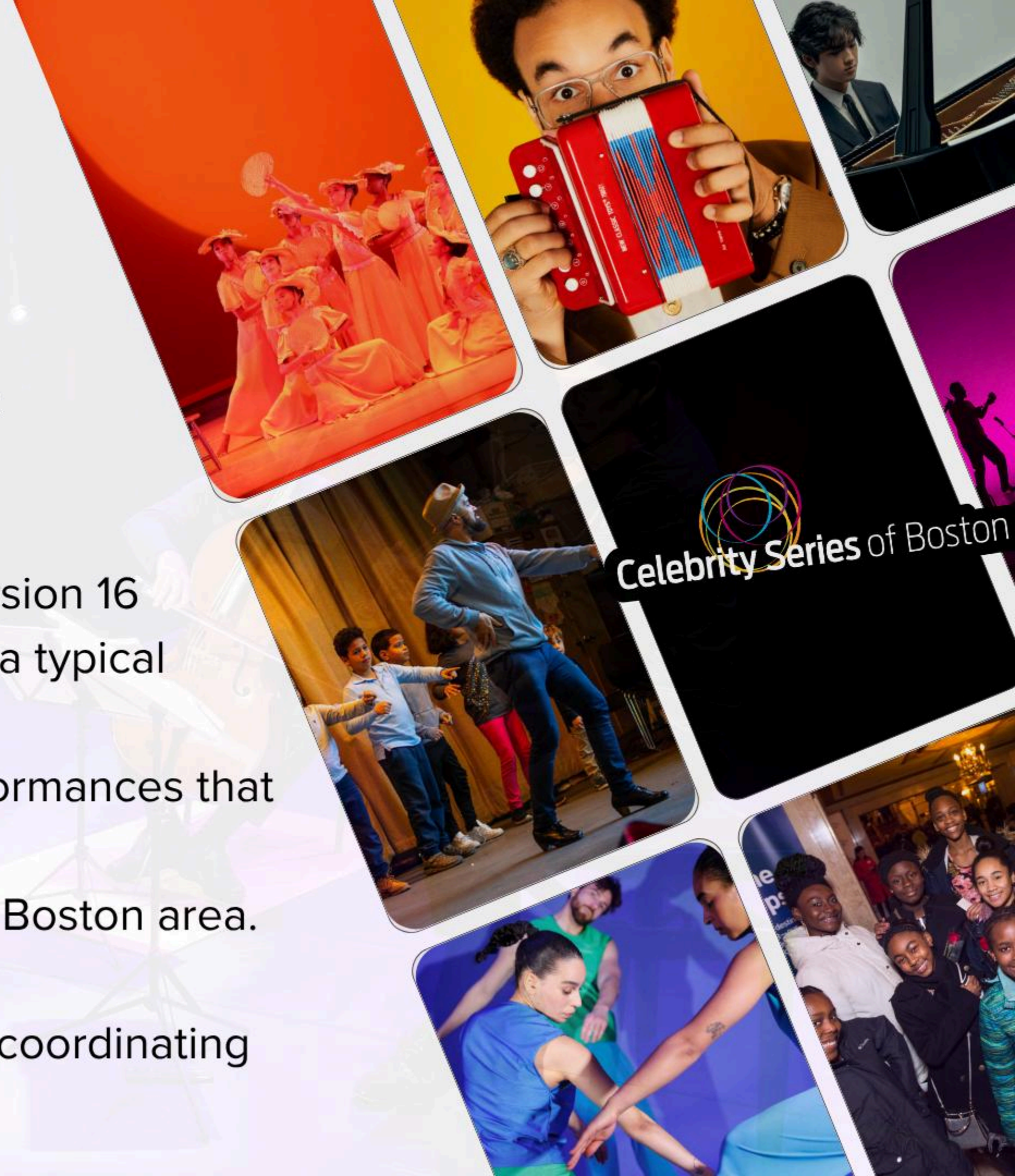


DIGITAL BACKGROUND

Celebrity Series has been a proud Tessitura client since 2011.

- Cloud hosted by Tessitura and operate on version 16
- Traditional subscriber audience base, but not a typical subscription model.
- Over 70 paid performances and over 20 performances that are free and open to the public per season.
- Performing in ~ 20 venues across the greater Boston area.

The Challenge: Technology roadmaps difficult to coordinating with so many variables.





Celebrity Series of Boston

EXCLUSIVE SEATS, EXCLUSIVE PRICE

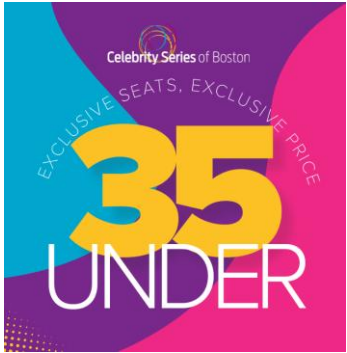
35
UNDER

35 UNDER. 35 UNDER 35 UNDER 35 UNDER . 35

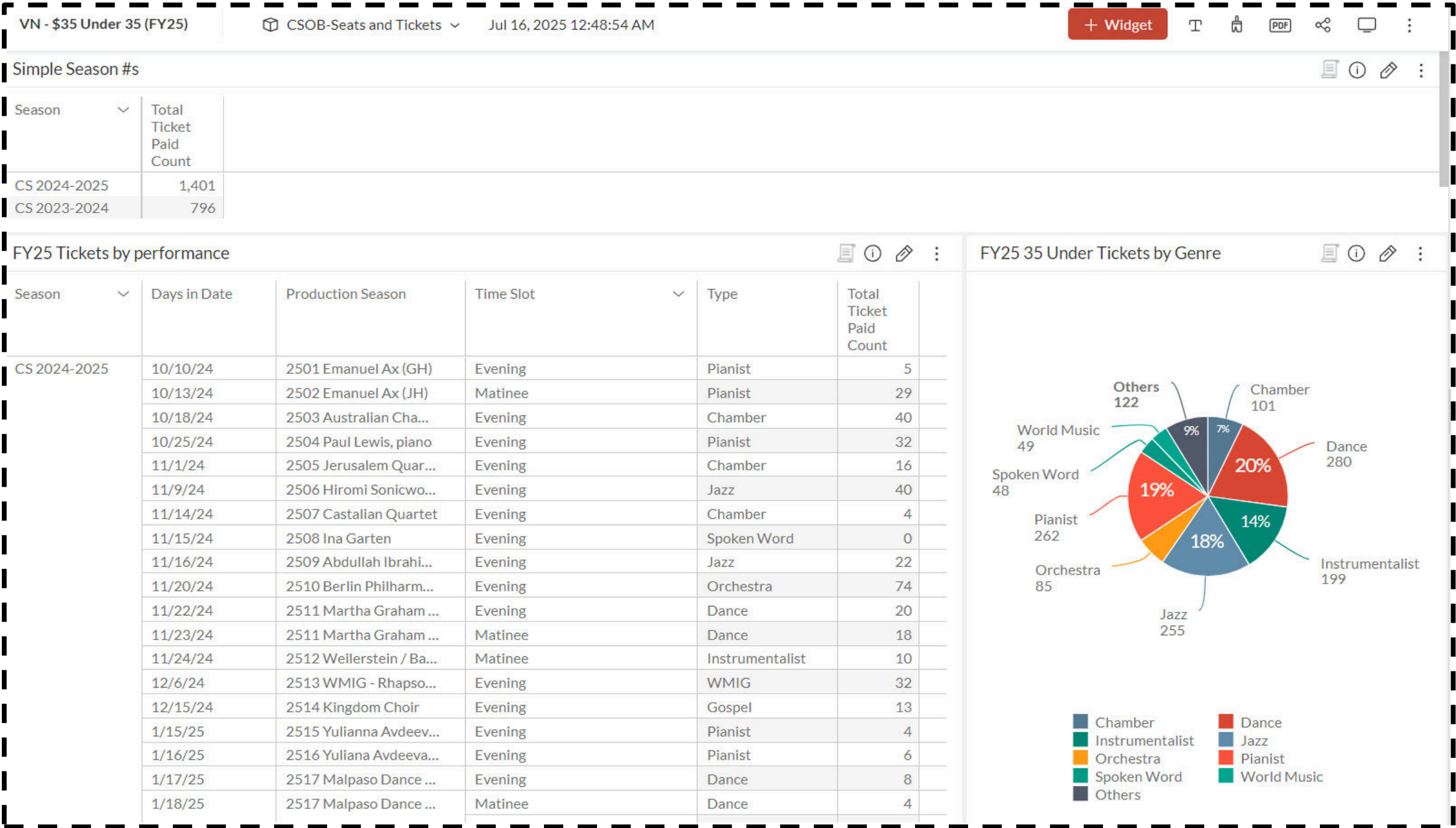
35 UNDER PROGRAM

- Celebrity Series launched our 35 Under program in 2023
- Over the last 2 years, the program has grown at a rapid pace
- Demand was high, but systems were behind the times

Celebrity Series 35 Under Program



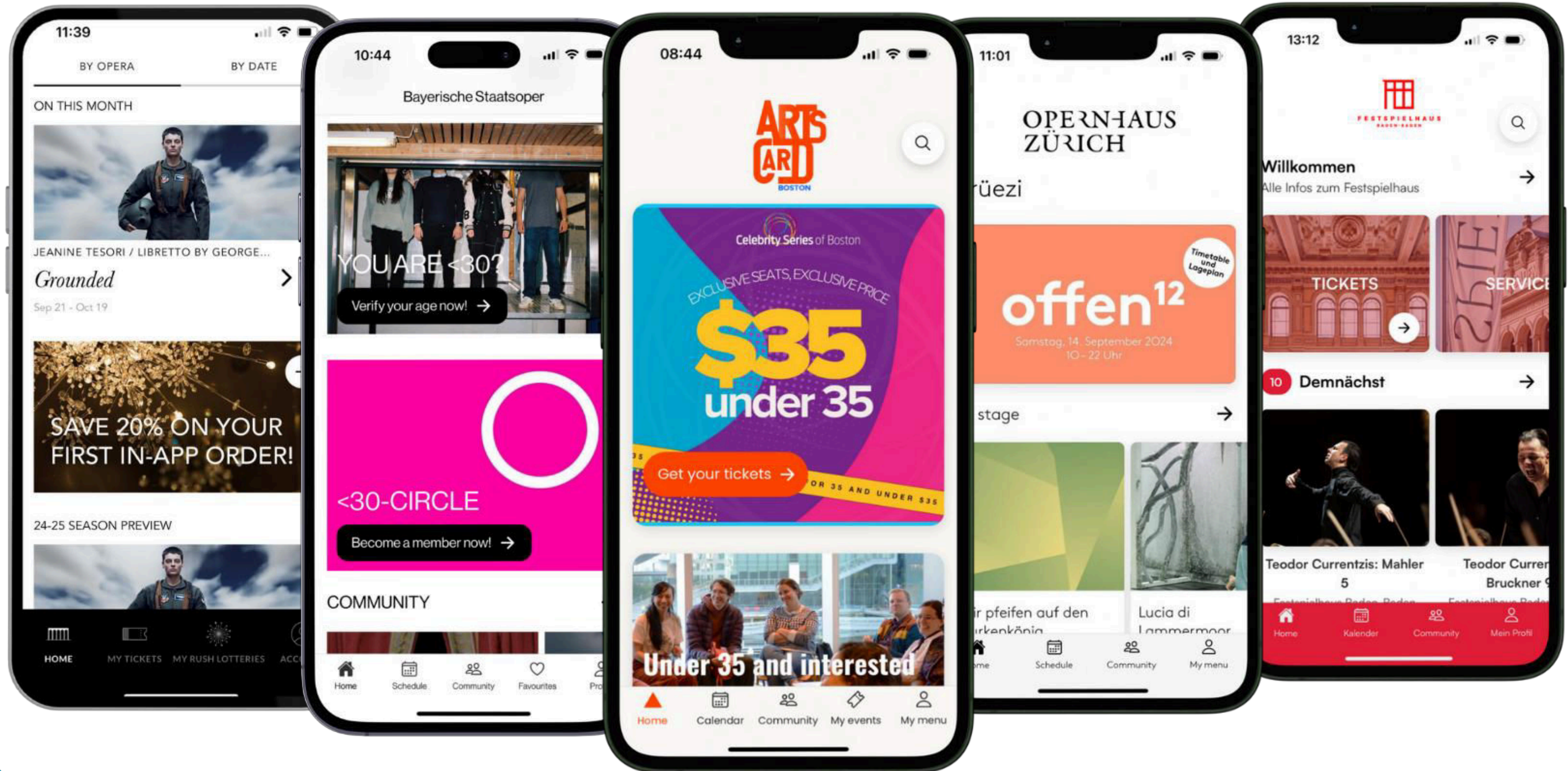
- We were tracking **35 Under** sales through analytics dashboards
- Growth in orders & tickets
 - FY24: 479 unique orders for 778 tickets
 - FY25: 810 unique orders for 1,401 tickets
- Genre buying was highly diverse



Session Goals:

-  Understand how cultural organizations can successfully partner and drive digital audience engagement for all audience segments
-  Discover practical strategies for engaging audiences through an app-only approach, community-building features and a digital word-of-mouth strategy
-  This session will highlight how a dedicated U35 program as well as a personalized content & communication strategy foster deeper audience connection and long-term loyalty

Engaging the Next Generation mobile first: A Strategic Imperative, Not Just an Option

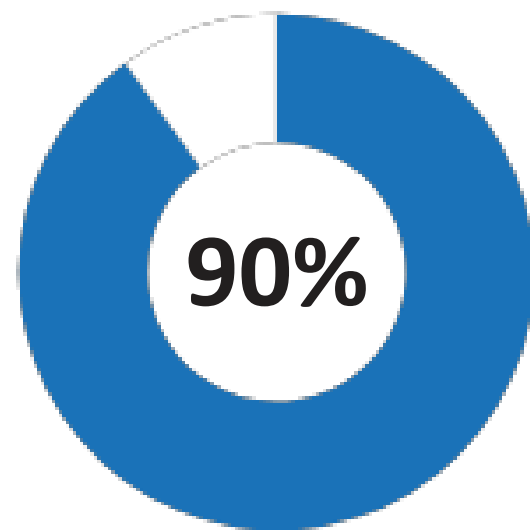


94%

Smartphone penetration

In 2025 94% of the US residents aged 16 years and over were owning a smartphone. Recent studies of early 2025 show numbers of over 95%, up to 98%.

4 hours each day



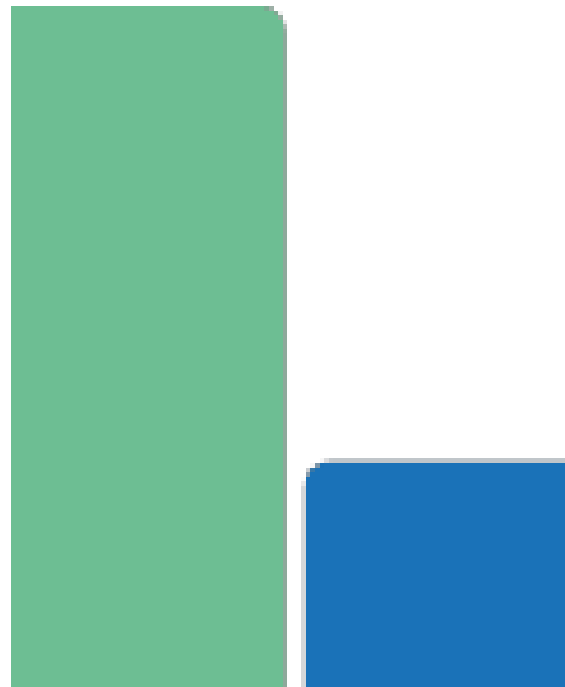
nearly 90% of mobile internet usage is spent in apps, owing to the better user experience apps provide for mobile web users

* Mobile Apps Vs Mobile Websites: Why People Spend 90% Of Their Time in Apps (mobiloud.com) & April 2023 Study by Scanbot

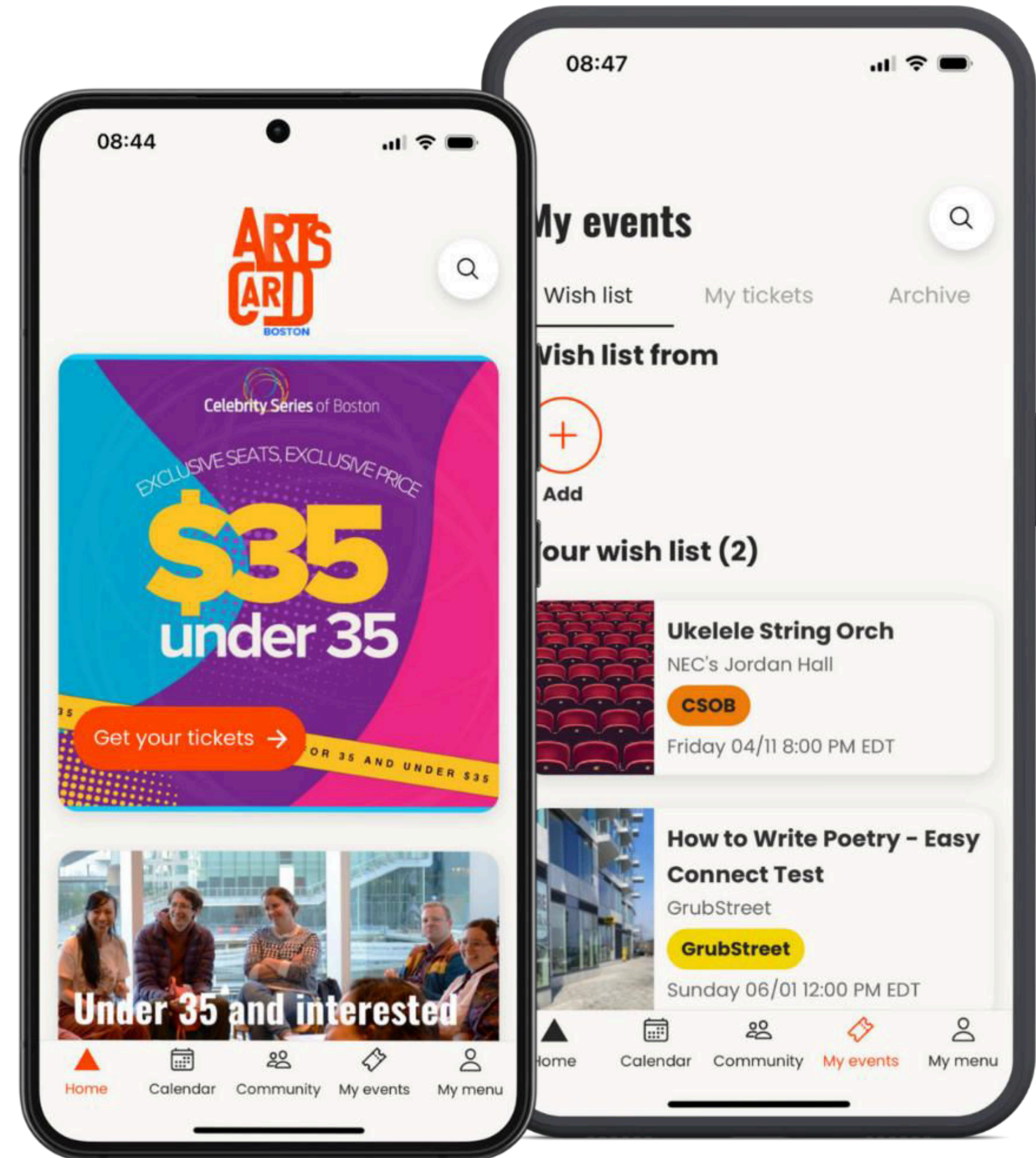


233%

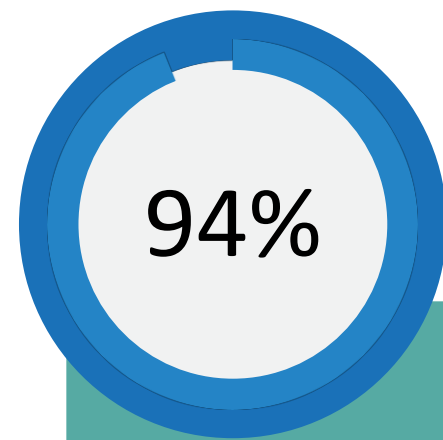
3x



Conversion rates on apps are 3x higher than mobile websites



The Mobile Reality in 2025



94%

94% Smartphone Penetration:

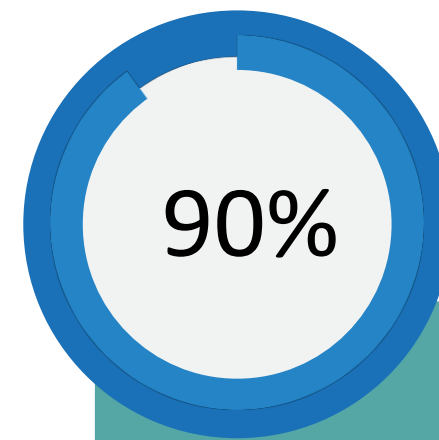
US- residents from the age of 16 own a smartphone



4 hrs

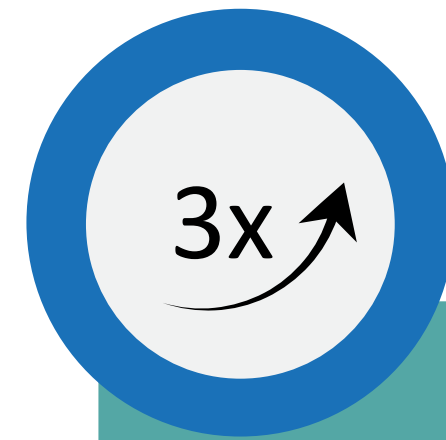
4hrs Daily Mobile Usage:

Average Time spent on mobile devices



90%

90% Time in Apps
of mobile internet usage is in apps vs browsers

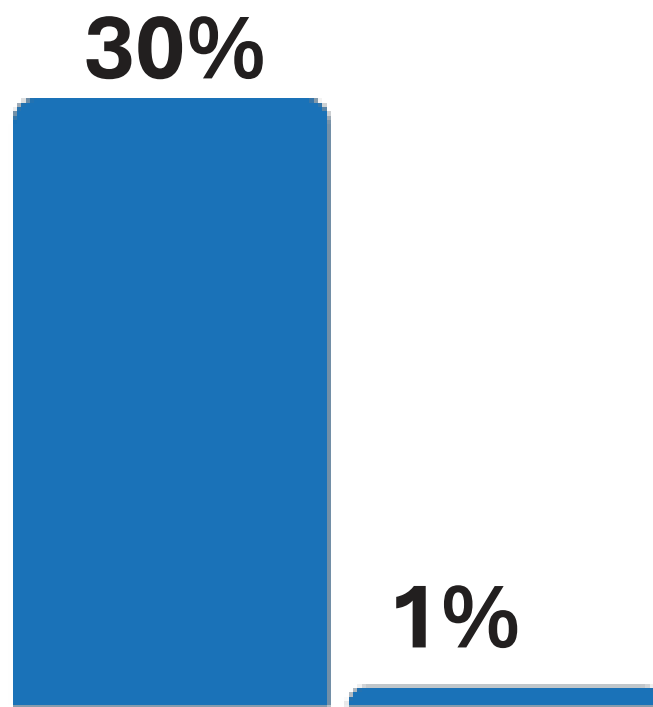


3x

3x Higher Conversion

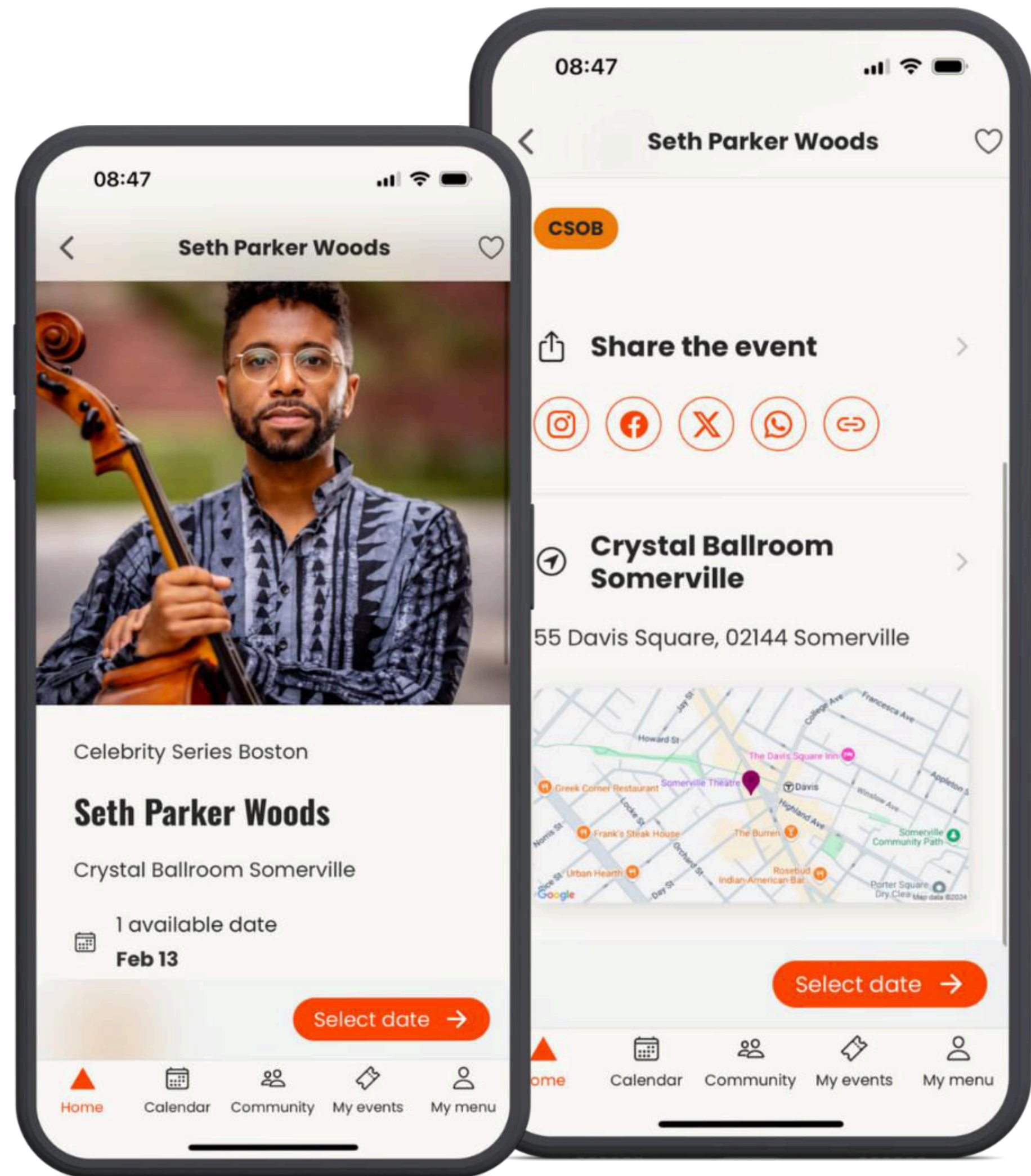
Apps convert 233% better than mobile websites

30% vs 1%

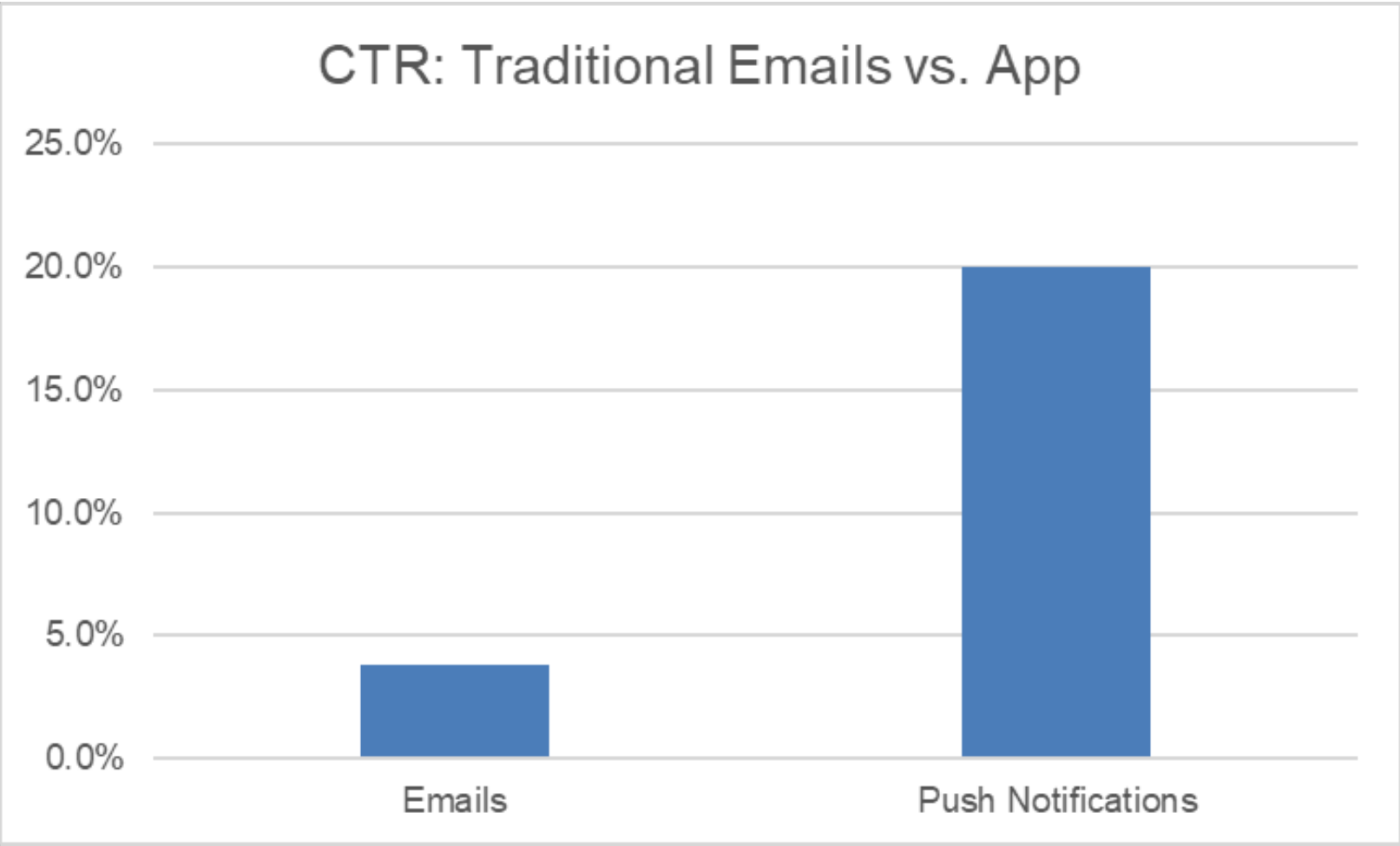
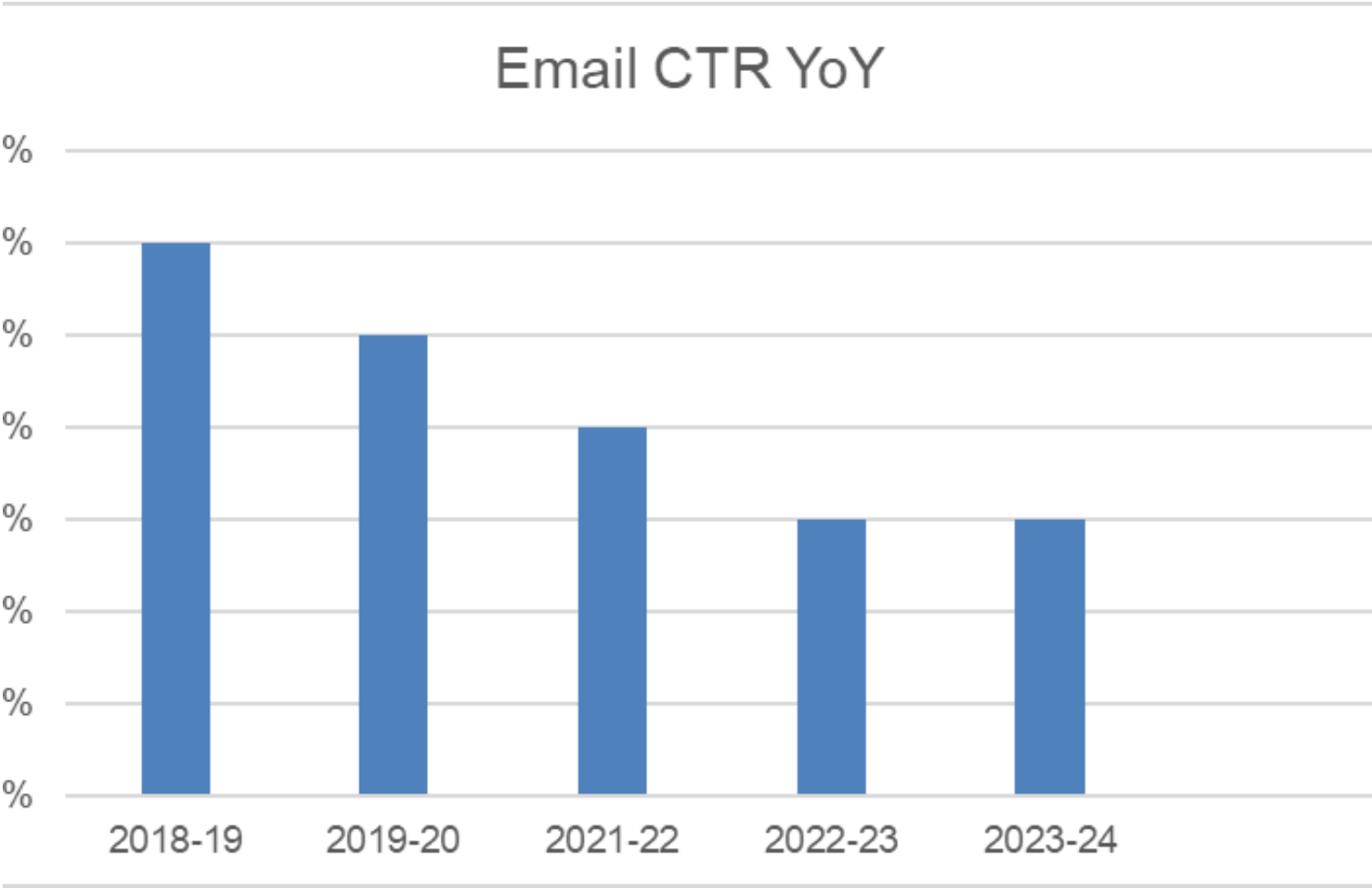


Personalized Push notifications have a click-through rate of up to 30%, significantly higher than the 1-3% rate for emails*

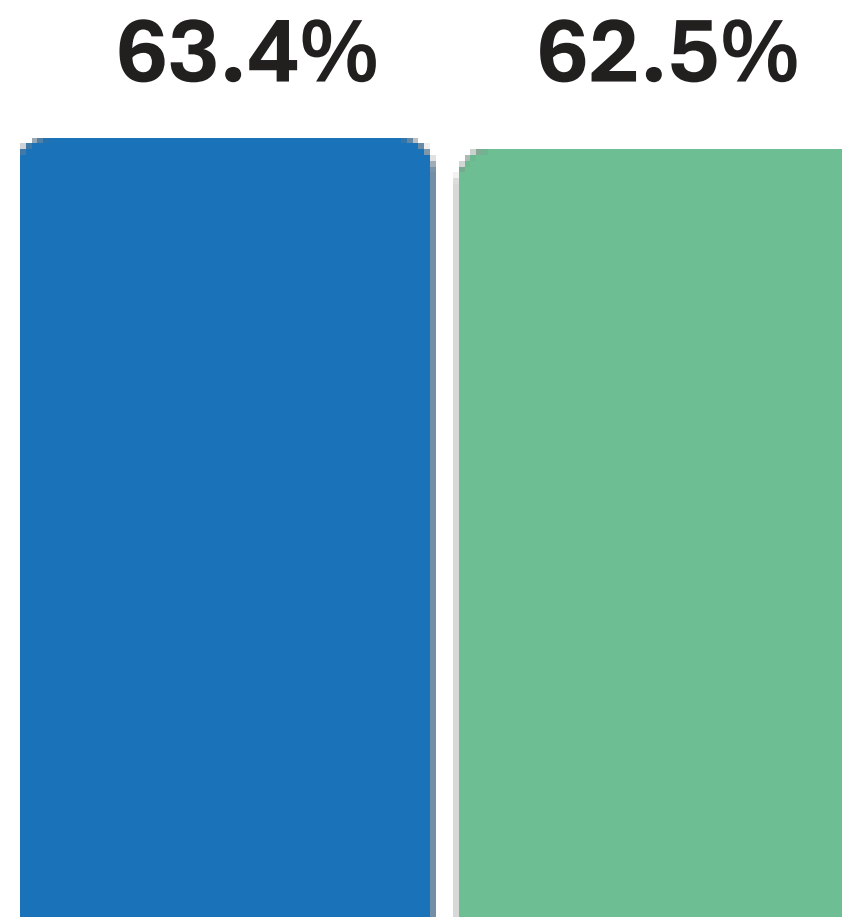
*Mobile Apps Vs Mobile Websites: Why People Spend 90% Of Their Time in Apps (mobiloud.com) & April 2023 Study by Scanbot



Example



→ Apps features wishlist focus on digital engagement



Features such as loyalty programs (63.4%) and exclusive offers (62.5%) are considered the most valuable to consumers

Consumers trust people more than brands

98%

of consumers believe recommendations from
friends and family over all forms of advertising*

* according to Nielson



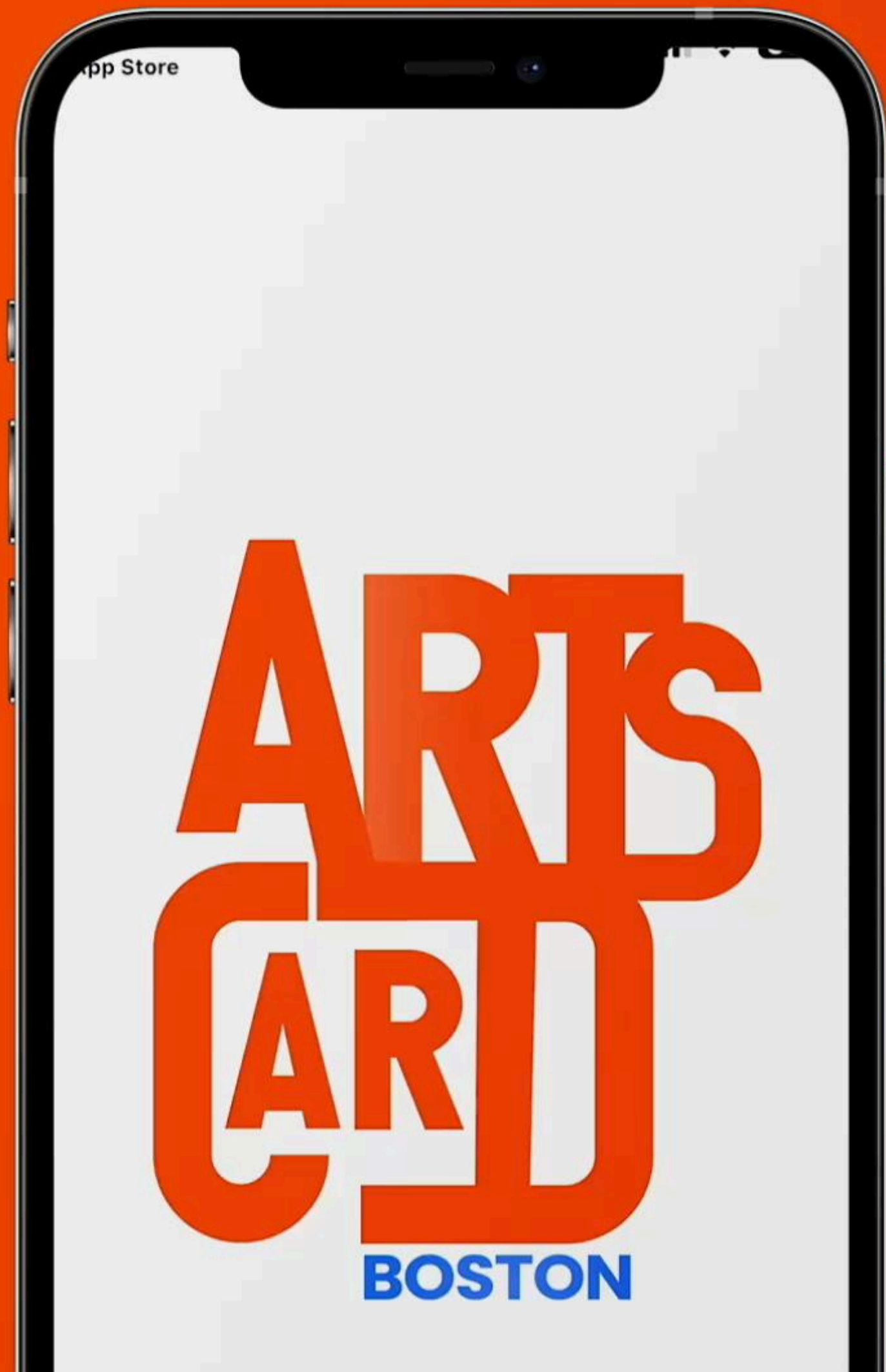
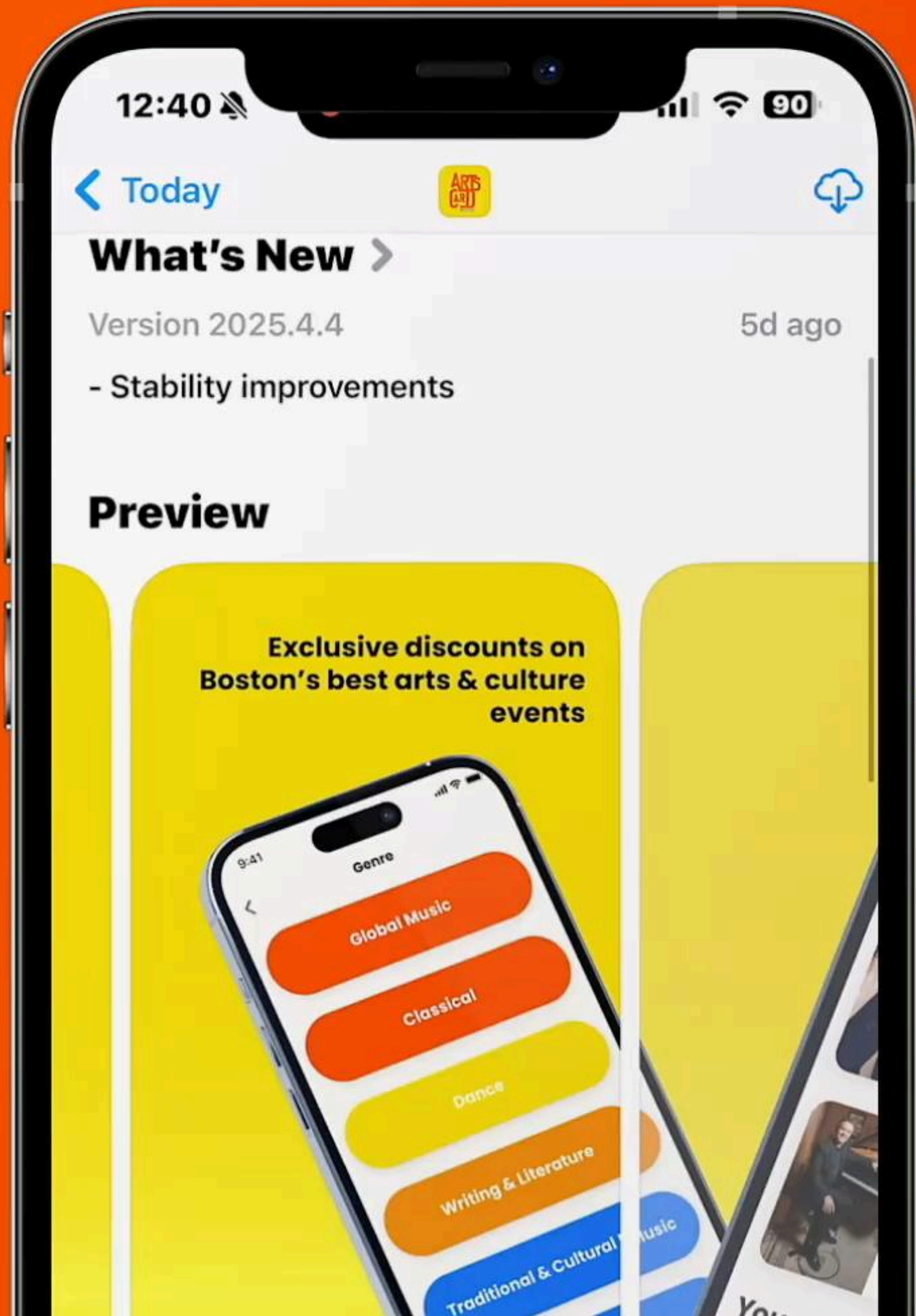
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Introducing Arts Card Boston

Boston's solution for a broad NextGen
Audience Engagement







- \$35 for Under 35 scheme
- Facilitate Accessibility digitally
- Founding partners: Celebrity Series of Boston + GrubStreet
- Target audience: digitally native, price sensitive, experience seeking



ArtsCard Boston App – From Idea to Collaboration

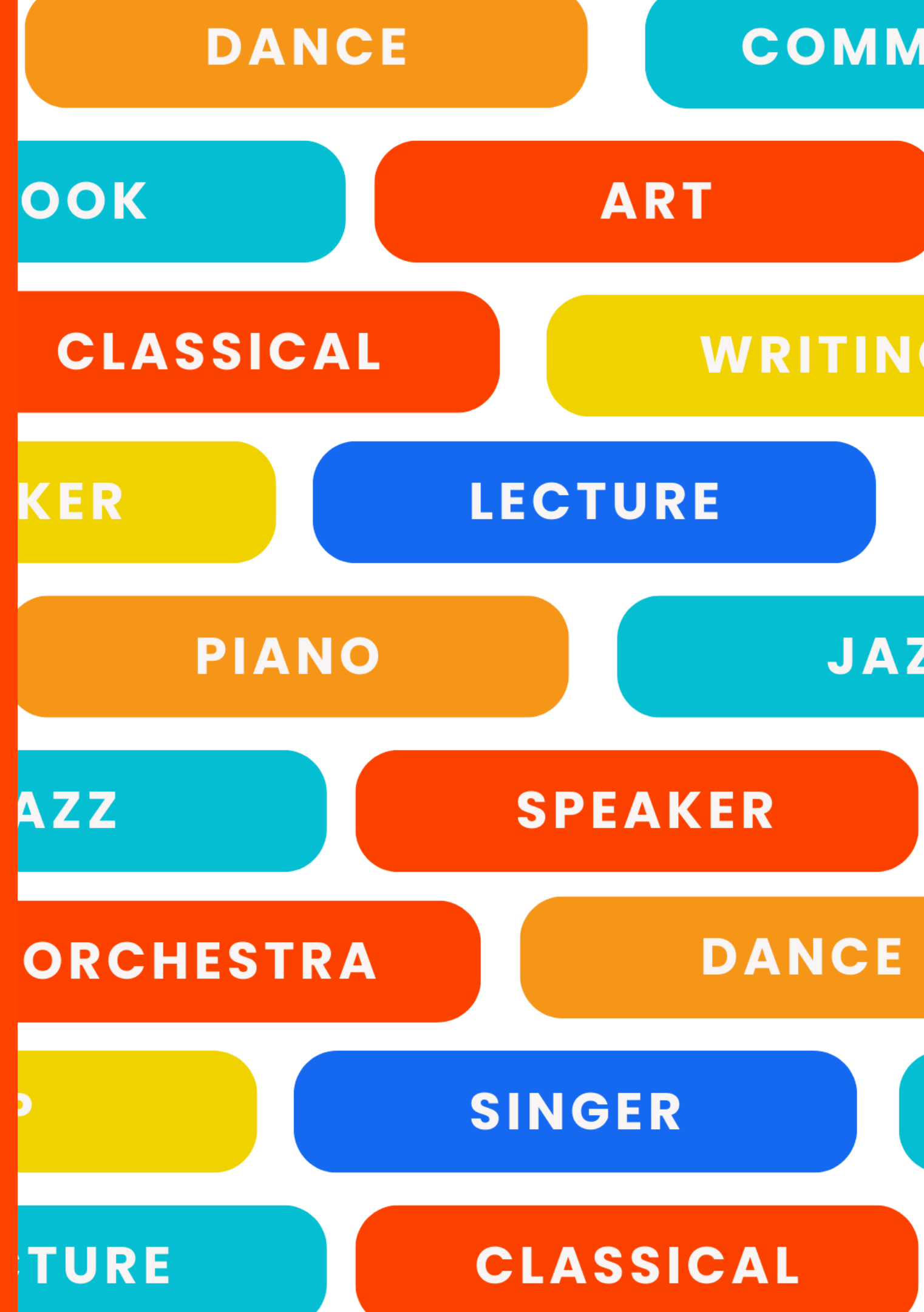
CHALLENGE

Challenges Facing Arts Organizations:

- Difficulty attracting and retaining young, diverse audiences (esp. under 35).
- Competing for the same demographic with separate programs & ticketing paths.
- Lack of mobile-first tech solutions expected by younger users.
- Departure of third-party discount ticketing apps (e.g., in Boston), widening the gap.

Core Issues:

- Fragmented audience experience.
- Limited collaboration across institutions.
- Tech and resource limitations for direct digital engagement.



ArtsCard Boston App – From Idea to Collaboration

GrubStreet & Celebrity Series believe arts orgs can better engage young audiences by:



Creating a unified, mobile-first platform

→ One app for multiple organizations = easy access



Hosting collaborative social events

→ Build a shared community around the arts



Cross-promoting events across institutions

→ Reach wider audiences through partnership

**It's for YOU.
35 and
under.
In Boston.
Into arts,
culture, and
doing cool
stuff.**

-ARTSCARD BOSTON

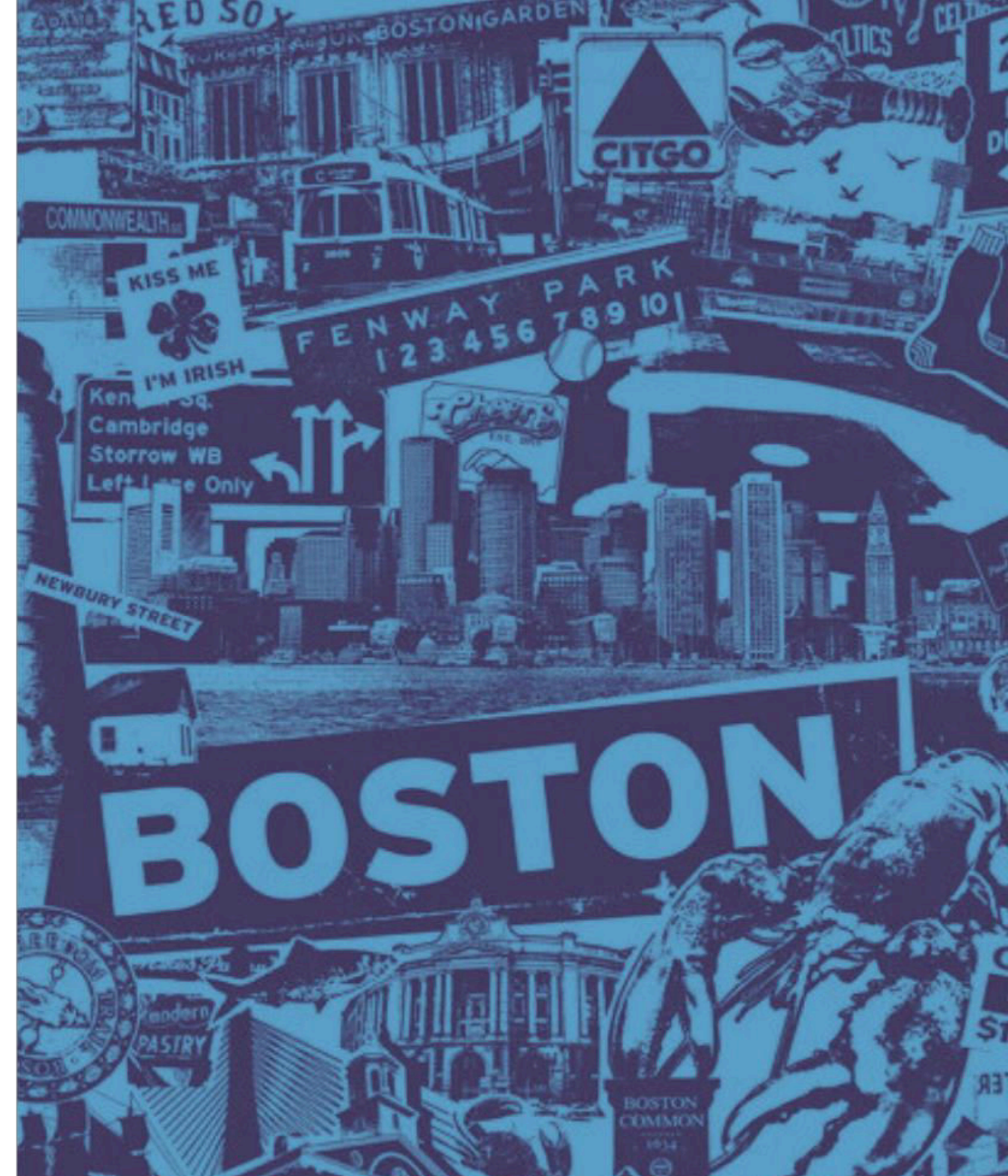
Why a combined App-solution works best for Boston

Boston is a young, vibrant city—with more colleges than anywhere else in the U.S. Yet, there's a **gap**: major city-wide discount apps have disappeared.

Our Goals:

1. Boost engagement with existing members
2. Enable smart data tracking (e.g. attendance, social, demographics)
3. Increase brand visibility among under-35s
4. Drive new memberships across all partner orgs

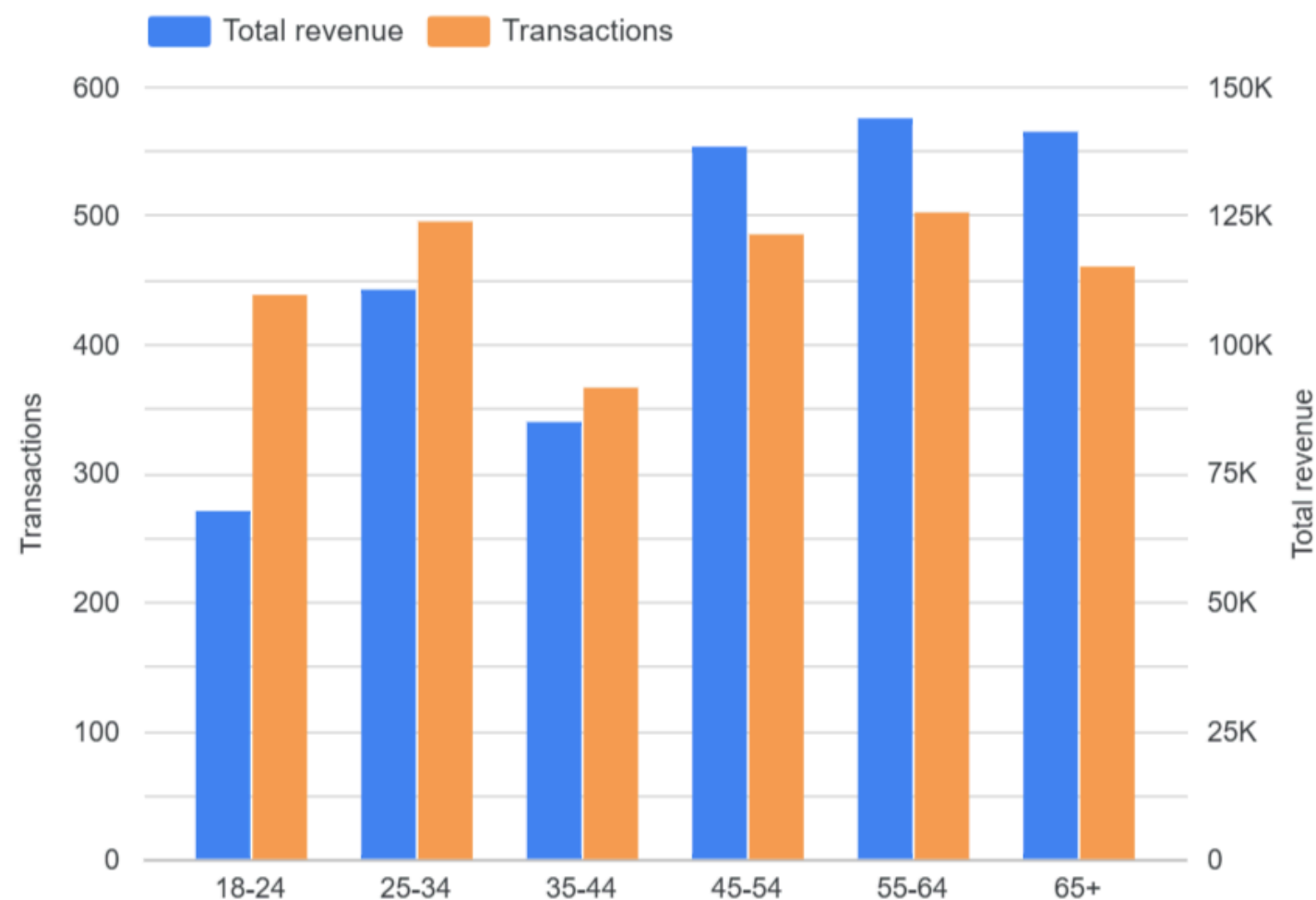
A seamless, shared mobile experience can fill this gap—and build a stronger arts community.



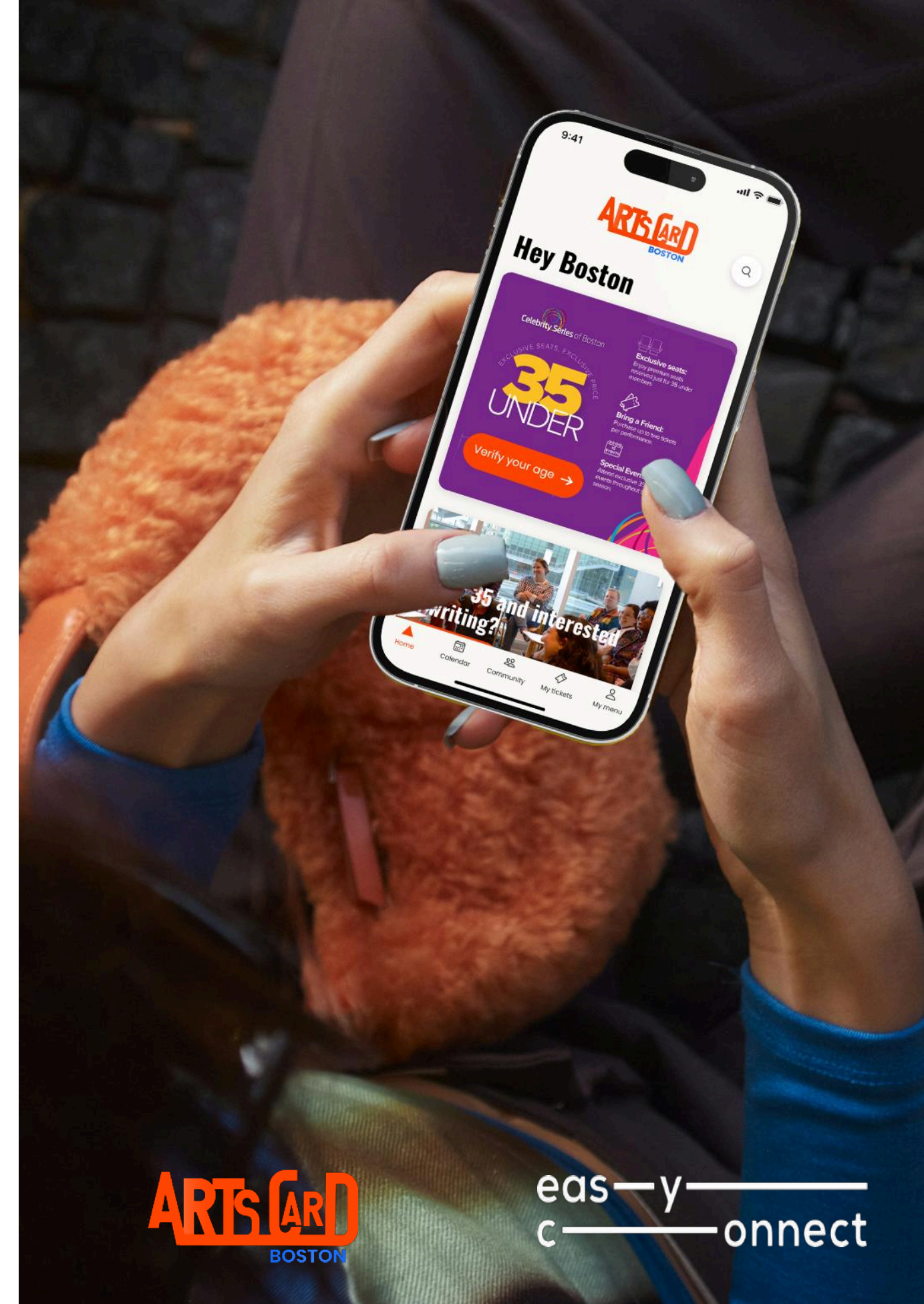
Under-35 Audience Opportunities

At Celebrity Series, the **under-35** audience is strong, with significant growth potential.

Total revenue and Transactions by Age, 2024/25 Season



Before the **ArtsCard Boston** launch, our 25–34 cohort was already strong, representing the second-largest group of transactions for all users with known/modeled ages in Google Analytics.



Under-35 Audience Opportunities

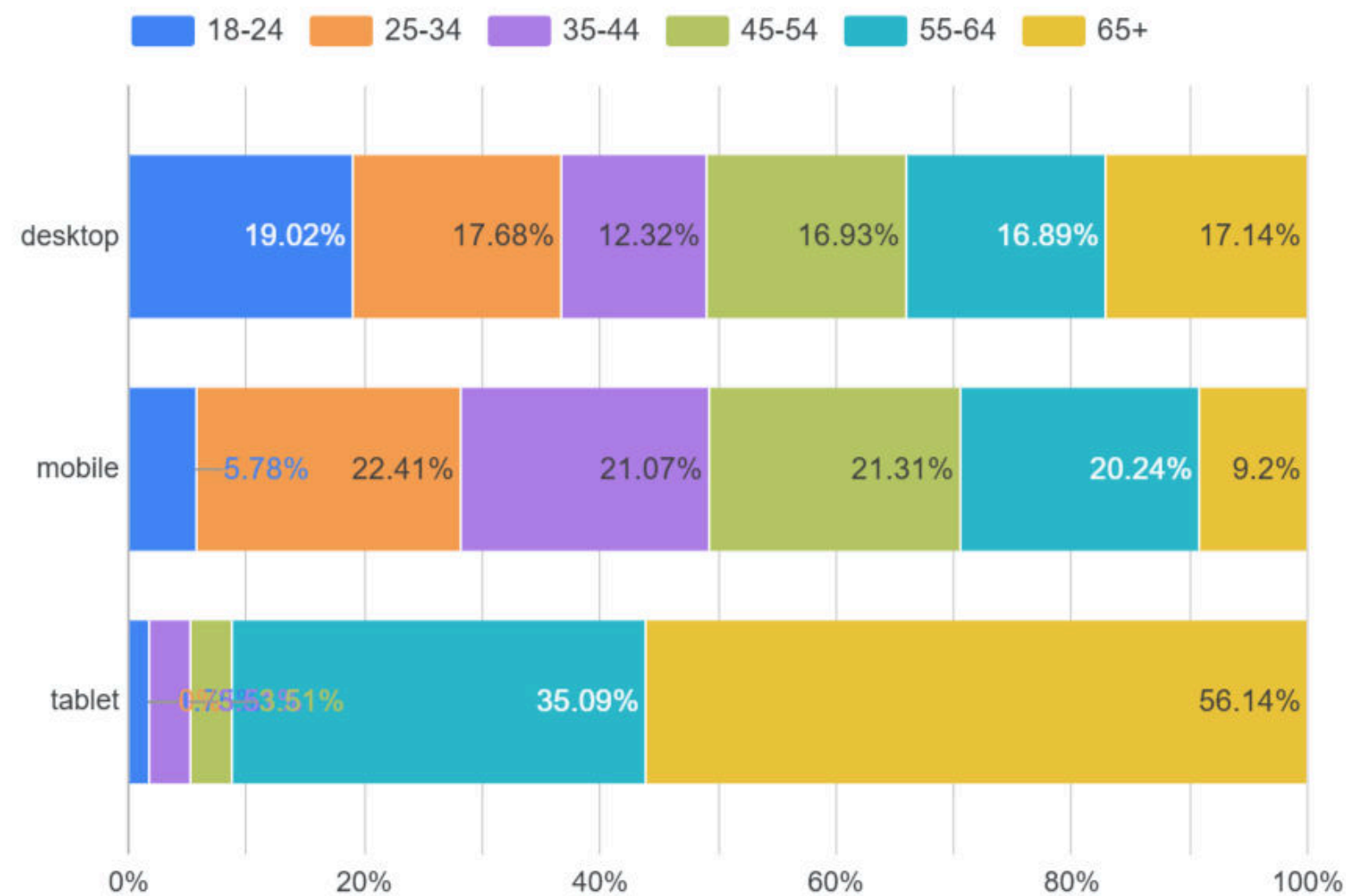
At Celebrity Series, the under-35 audience is the **#1** segment for website active users, the **#1** segment for sessions and views, but the **#4** known segment for total revenue

Age	Active users	Sessions	Views	Total revenue
18-24	8,343	14,818	49,845	\$67,563.38
25-34	11,858	19,956	60,770	\$110,530.89
35-44	9,881	15,921	43,079	\$84,837.86
45-54	10,530	16,534	53,286	\$138,264.78
55-64	11,071	16,981	53,207	\$143,783.34
65+	9,473	15,473	50,745	\$141,168.61
unknown	718,300	913,263	1,702,647	\$2,431,775.70

Mobile Conversion Opportunities

At Celebrity Series, we are well-positioned for strong growth on mobile from our youngest segments.

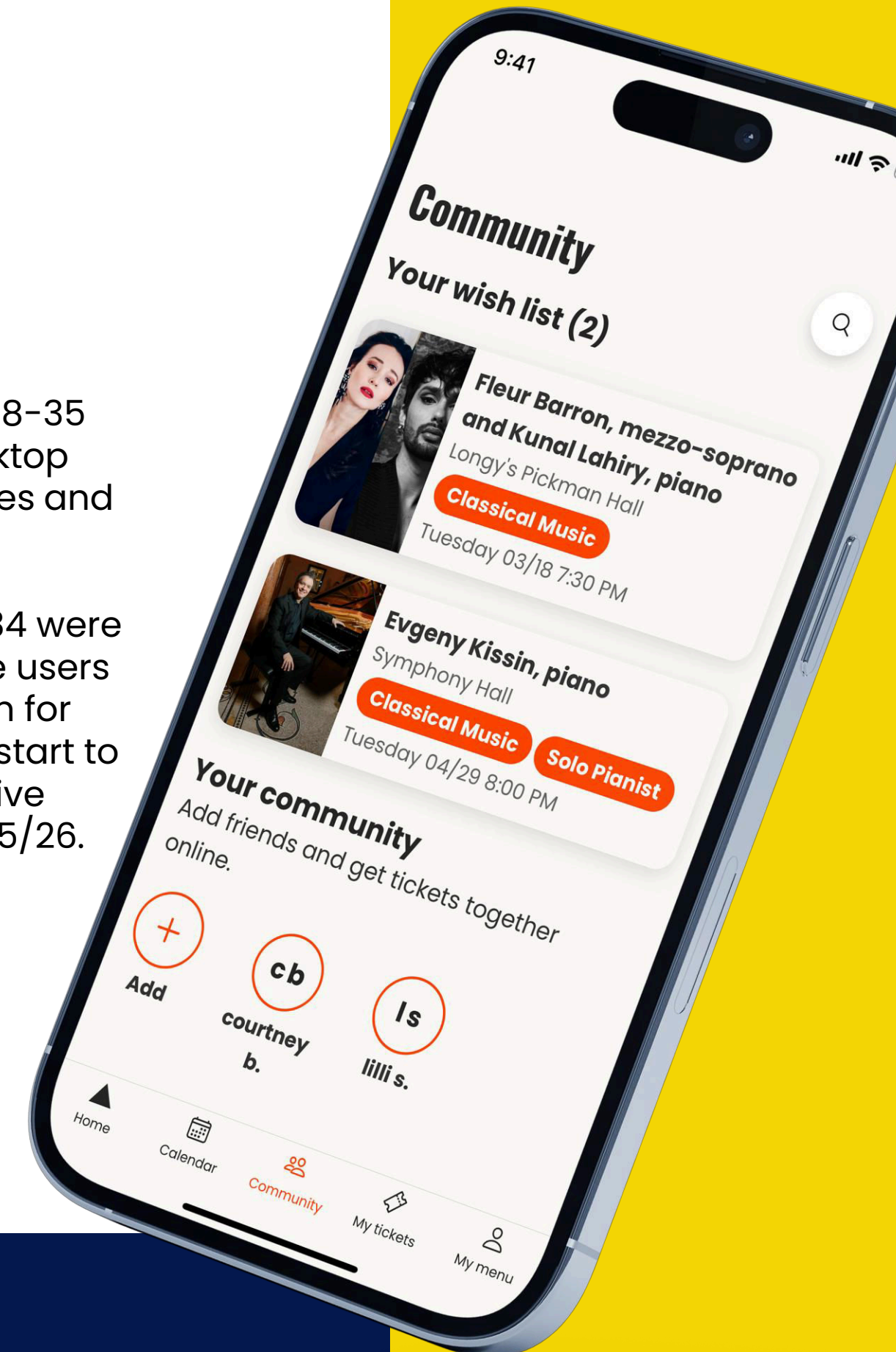
Key Event Shares by Device category and Age, 2024/25



During the 2024/25 Season, users 18-35 had more GA4 key events* on desktop than on mobile, both in percentages and in absolute numbers.

But young professionals ages 25-34 were the largest segment of known-age users of our mobile site, suggesting room for growth and improvement as they start to enjoy the frictionless and informative ArtsCard Boston experience in 2025/26.

*add-to-cart or purchase



Insights of Arts Card Boston

1

Arts Card Boston uniquely blends digital convenience with access to Boston's diverse arts scene, catering specifically to the under -35 crowd

2

Backed by Boston's premier cultural institutions, Arts Card Boston has the credibility and commitment to engage and grow the next generation for arts enthusiasts

3

Young Bostonians value connection, exclusive experiences, and FOMO-free access to the city's cultural pulse

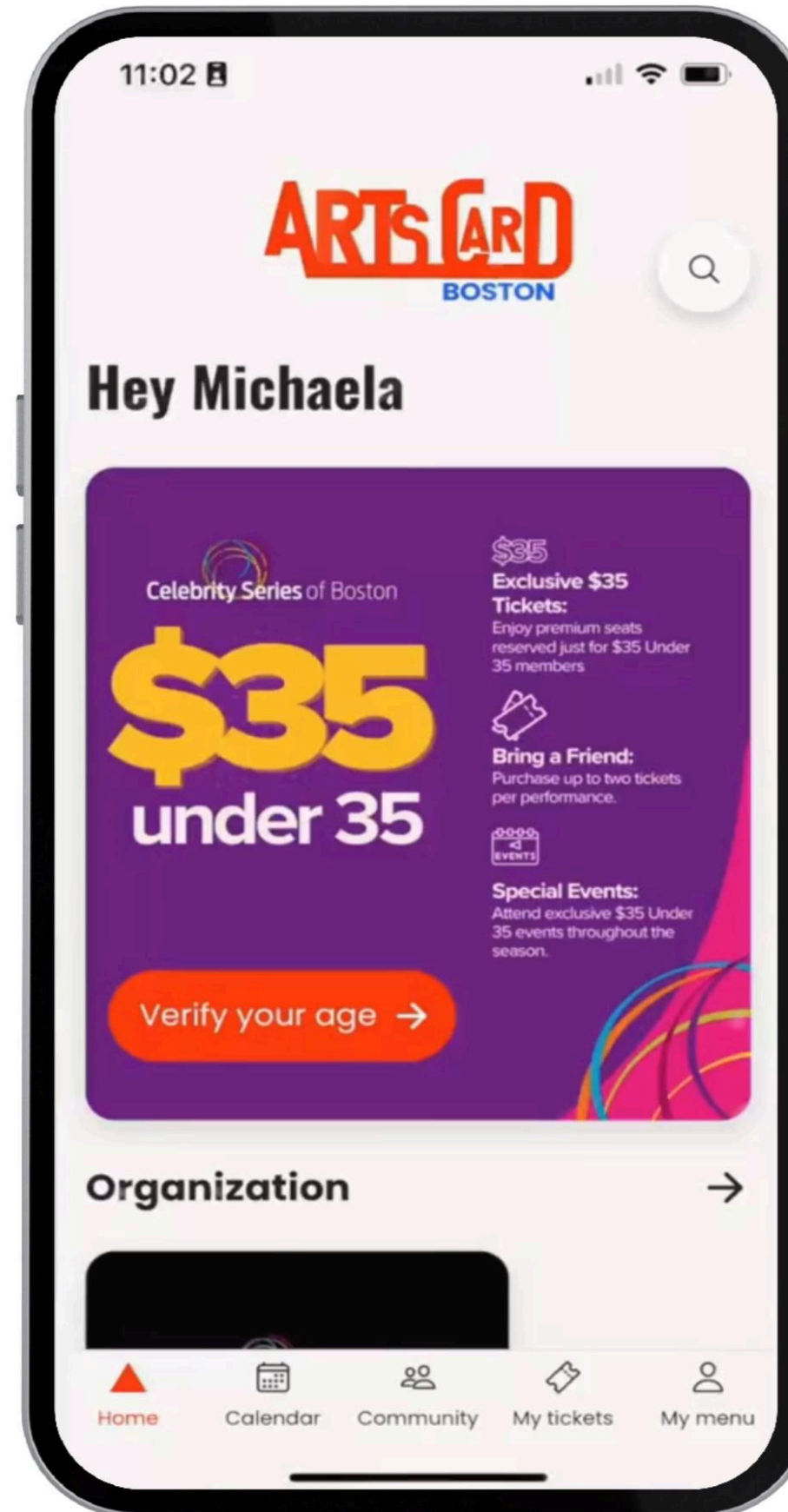
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The app is timely, aligning with the digital-first, inclusive, and community-driven ethos of today's youth

Screenflow Video

- ✓ Automated ID-Verification
- ✓ In-App U-35 Membership

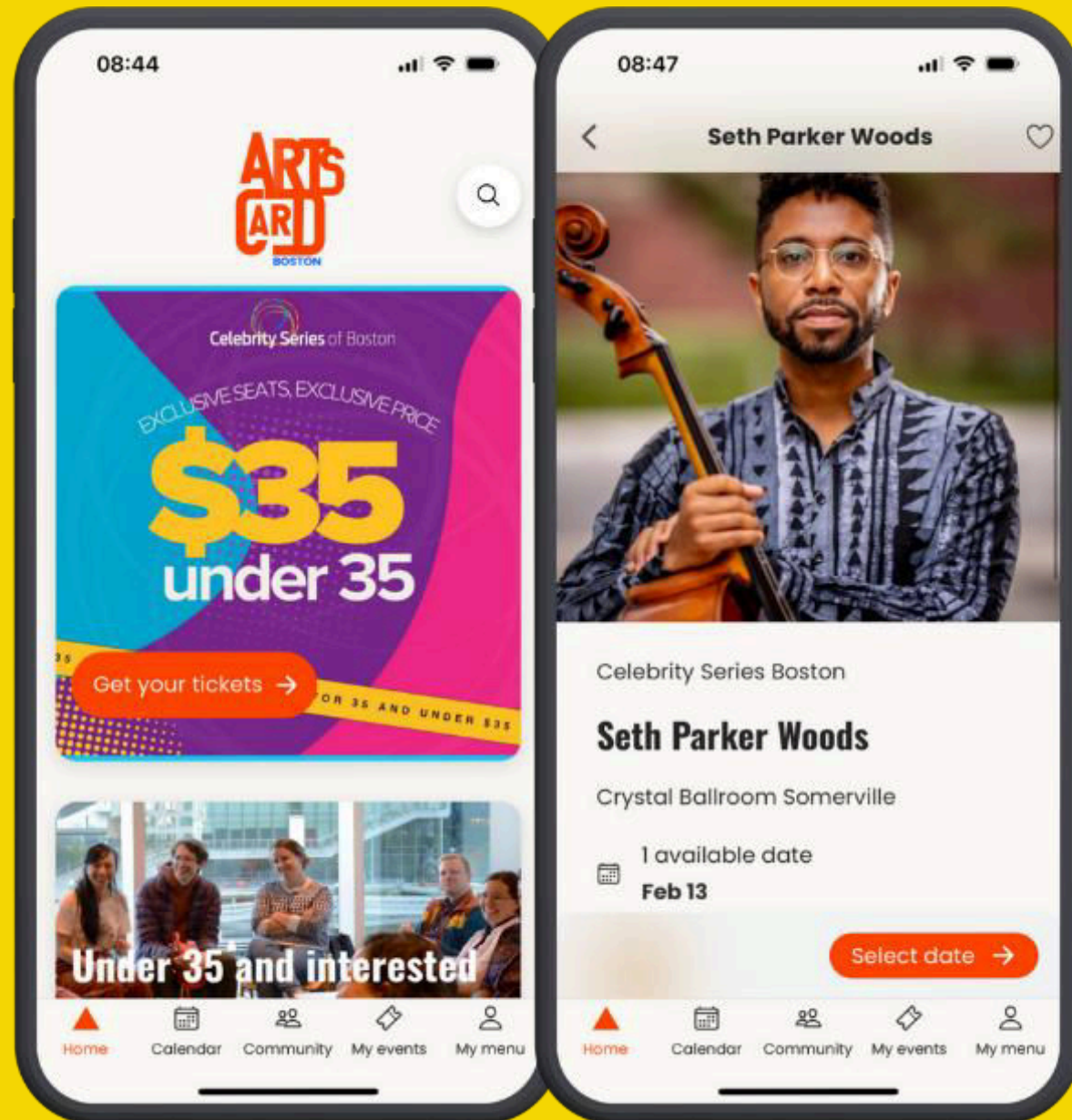
Download the app:



HOW DOES IT WORK?

- ✓ Tech-provider and app maintenance by easy-connect
- ✓ Real time interfaces (API-based) to existing Ticketing/CRM and CMS systems: all data is stored in your systems
- ✓ In-App membership purchase and (discounted) ticket purchase with automated ID & age verification
- ✓ Know-before-you-go: Compelling & personalized content to target new audiences
- ✓ Social & Community Features: users can enjoy arts in Boston as a shared experience, adding friends to the app, sharing wishlists and much more
- ✓ Push & In-App notifications: communicate with users based on their in-app activity & booking behavior
- ✓ Mobile tickets (including Apple & Google Wallet integration)
- ✓ Reporting & analytics

Behind the scenes: system map




easy-connect

Backend

- Ticket purchase & sales management
- Apple & Google Wallet integration
- Age verification & rule based-seat allotment
- Flexible content management (incl. additional content – Video, Audio Samples)
- Memberships
- Promotions

Content

Live interface

ticket availability customer data

Your institution

Website / Content Management System (TNEW or CMS API)

Tessitura

ArtsCard Boston – expected numbers and prospect



1 year horizon – hope to onboard **3 to 5 new organization** partners



On average every visitor brings **~1.5 new people** to the venues,
most active users bringing **up to 15** individual & new customers



Over 50% of app users to date **are under 40 years old**

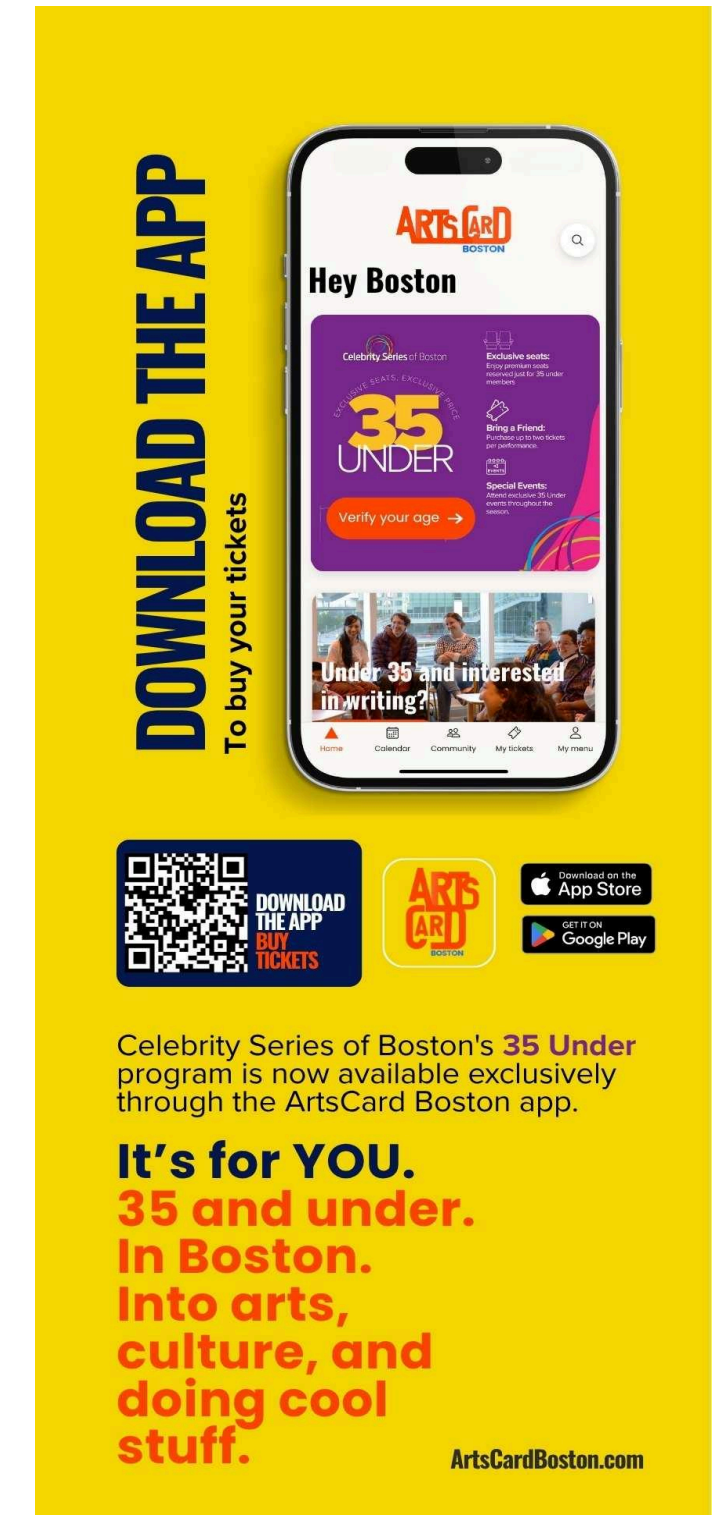


66% of downloads convert to registered users who convert to **76% Monthly Active Users**



Timeline

- Funding Secured: September 2024
- Project Kick Off: December 2024
- App submitted to App Store: April 2025
- Soft-launch: in May/June 2025
- Fall Marketing Campaign: July–September 2025
 - App Download Goal
- Partner outreach and onboarding: Ongoing



DOWNLOAD THE APP
To buy your tickets

Hey Boston

Celebrity Series of Boston

35 UNDER

Exclusive seats: \$100 per person, seats reserved just for 35 and under members.

Bring a Friend: Purchase a ticket for a friend to join you at the performance.

Special Events: Special events for 35 Under members throughout the season.

Verify your age →

Under 35 and interested in writing?

Home Calendar Community My tickets My menu

QR code: DOWNLOAD THE APP BUY TICKETS

ArtsCard Boston logo

Download on the App Store

GET IT ON Google Play

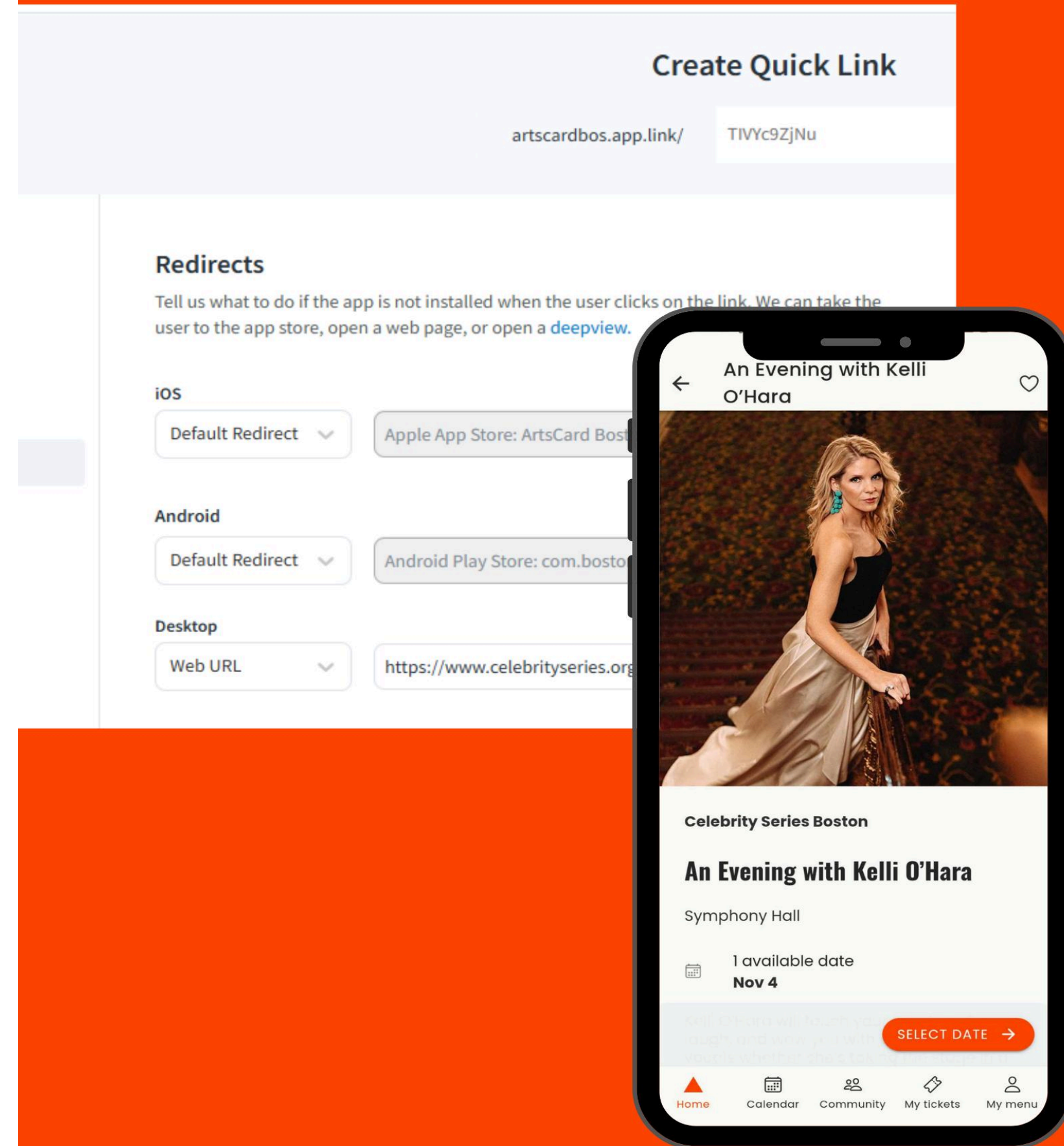
Celebrity Series of Boston's **35 Under** program is now available exclusively through the ArtsCard Boston app.

It's for YOU.
35 and under.
In Boston.
Into arts, culture, and doing cool stuff.

ArtsCardBoston.com

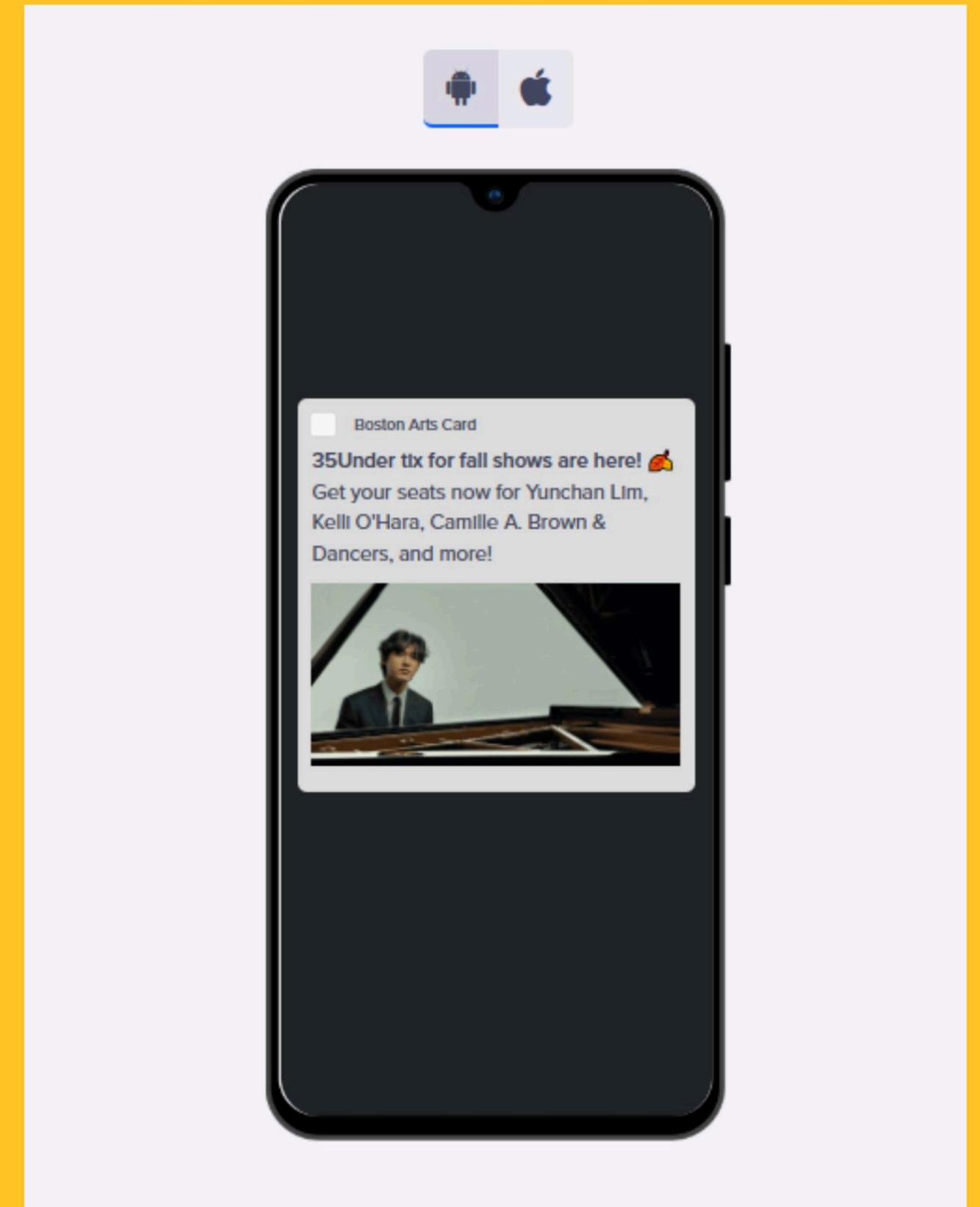
Deep Links with Branch.io

- One link to serve current and prospective users:
 - Link to Calendar, or Event within app for already-installed users
 - Link to Apple App Store or Google Play Store page for mobile users
 - Link to website event page for desktop users
- Customize Source, Campaign and Keywords for all unique links
- Generate QR codes in-platform with tracking and routing parameters



Push Notifications with CleverTap

- Detailed targeting based on activity within app, clicks, purchases, and status with own or any organization.
- Supports rich text, single images, and image carousels
- Use Branch Deep Link to direct users to the most strategic destination within the app:
 - Calendar, Organization, or Event



Launch Party

- Celebrity Series joined GrubStreet at their Seaport offices and Bookshop to host the official ArtsCard Boston Launch Party on April 23rd
- Attendees enjoyed refreshments, entertainment, and swag



Marketing

- **Campaign Phase 1: Awareness & Downloads**
- Meta Ads (Apr 23–Jun 30) and App Store Campaign (May 14–Jun 30) focused on driving app downloads.
- GrubStreet-led promotions included digital out-of-home (OOH) boards and Boston Globe's B-Side newsletter, targeting Millennials and Gen Z.
- **Campaign Phase 2: Ongoing Engagement & Conversions**
- Meta Ads resume Aug 7 to align with Celebrity Series' single ticket launch.
- Dual goal: drive app downloads + promote ticket purchases through the app.
- Runs for 4 weeks, repeated with each of the remaining two single ticket on-sale periods.



Key take-aways & wins

- Age-verification integrated
 - Save Box Office time and resources
- Seamless Membership and Ticketing
 - Frictionless for digital savvy young patrons
- Marketing Opportunities
 - One platform for young audiences to one stop shop

You're Invited!



Download the app



ArtsCard Boston is your go-to app for discovering, accessing, and saving on Boston's best arts and culture events—all in one place.

Outlook – what's next...

THANK YOU!

easy-connect

www.easy-connect.io

Celebrity Series Boston

www.celebrityseries.org



Download
ArtsCard Boston



Vawnya Nichols
vn@celebrityseries.org



Wolfgang A. Graf
wolfgang@easy-connect.io



easy-connect



Your opinion matters!



Complete the short in-app survey

Give your feedback

Rate and share your experience with the event organizer about this session.

★ ★ ★ ★ ★

Add a review (optional)

Send



Q&A

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