Your ticketing process.

The typical drop-off for each extra step or complication could have costs that make or break your business. Worst-case scenario, your in-house ticketing solution could have costs that make or break your business. Will you make more or less money left on the table from:

- Poor-decision making driven by subpar reporting
- Low conversion rates
- Limited reach
- Inefficient marketing
- Inadequate manageability
- Financial risk
- Minimal revenue

Not to mention the potential of hidden and ongoing costs, such as:

- Hosting of system servers
- Payment gateways
- Payment processing fees
- Hardware costs like POS systems and credit card readers
- Training for new employees
- System maintenance over time
- Upgrades to accommodate customer and product demands
- Salaries for in-house IT / development teams
- Ongoing IT investment for in-house software can be upwards of $40,000 and $250,000 to design and develop.

Money left on the table from:

- Not being able to sell out your event
- Not being able to promote your event
- Not being able to grow your business
- Not being able to provide a seamless experience to your customers
- Not being able to keep up with the competition
- Not being able to provide a high-quality event experience

Ticketing is no longer a barrier to success. It's an opportunity for growth, revenue, and customer engagement.

Today, consumers demand quick and easy transactions — especially on their phones.

Think about the time investment you may think of your in-house ticketing solution as paid for. But platform provides. Does your internal solution give you these?:

- Automated digital promotion tools
- Instant social media integrations
- Bandsintown, and more
- Event discovery and distribution models
- Access to data in easy-to-parse formats
- Audience engagement tools
- Instant badge printing
- Custom event apps
- RFID

And if your in-house ticketing doesn't work well on mobile, that's costing you big:

- Create an account
- Enter extra information
- Click through multiple form screens
- Or use a certain browser or app
- Buy tickets on a specific device
- And then there are the people you aren't even reaching in the first place, because you're missing out on the marketing integration that a third-party event management

And your in-house ticketing solution might do a subpar job at selling tickets today. But the event technology expert at 1-855-211-5875.

Hackers! Ticket fraud

Payment processing risks

Legal risks — like chargeback protection

Ticketing world is rapidly changing, with innovative technology options around every corner.

You might be losing customers if you require them to:

- Click through multiple form screens
- Or use a certain browser or app
- Buy tickets on a specific device
- Enter extra information

Your solution should protect you from:

- Hackers!
- Ticket fraud
- Payment processing risks
- Legal risks — like chargeback protection

Want to calculate how much time and money you could save by switching to Eventbrite? Try out our

Efficiency Calculator

98% on any app store or in the browser.

10-20%

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