How Much is Your In-House Ticketing System Really Costing You?  

Today, consumers demand quick and easy transactions — especially on their phones. Are you losing customers?

Think about the time investment.

• Not to mention the potential of revenue that you're missing out on, and you might be dismayed to find out how much your internal system truly costs.

The price tag is just the beginning.

• You may think of your in-house ticketing solution as paid for. But if your in-house ticketing doesn't work well on mobile, that's costing you big;

• You might be losing customers if you require them to:

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

• And then there are the people you aren't even reaching in the first place, because your in-house ticketing isn't mobile friendly:

Efficiency Calculator

Accurately calculate how much time and money you could save by switching to Eventbrite. Try our Efficiency Calculator today.

Are you keeping up with innovation?

• Your in-house ticketing solution might do a satisfactory job at selling tickets today. But the event technology expert at 1-855-211-5875.

• It's probably coming soon. [Insert your wildest feature dream here.]

• New technology options around every corner.

• Automated digital promotion tools
• Instant social media integrations
• Bandsintown, and more

• Event distribution across discovery sites like Facebook, Instagram, Spotify, InviteManager.

• Does your internal solution give you these?

• Does your ticketing tool provide support for:

  • Access to data in easy-to-parse formats
  • Instant badge printing
  • Custom event apps
  • RFID
  • Automated digital promotion tools
  • Instant social media integrations

• It's probably coming soon. [Insert your wildest feature dream here.]

• Ability to create a ticket for almost any event or occasion

• Ticketing integrations that benefit event creators.

• Ongoing IT investment for in-house software can be upwards of $40,000, according to a Soltech analysis. But your costs don't end there. In addition to the initial price tag of venues agreed that

How Much Is Your In-House Ticketing System Really Costing You?

Your solution should protect you from:

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

• It's probably coming soon. [Insert your wildest feature dream here.]

• Costs of ticketing transactions:

  • Hosting of system servers
  • Chip and PIN readers installed at event
  • Payment gateways
  • Payment processing fees

Then there are the hidden and ongoing costs of ticketing transactions:

• For design and development, you continue to pay for:

  • Salaries for in-house IT / development teams
  • System maintenance over time
  • Upgrades to accommodate customer and staff demands

Worst-case scenario, your in-house ticketing solution could have costs that make or break your business.

A worthy event management platform takes on all of these risks for you, so you can focus on being the best in your event space, without worrying about

• Payment processing risks

• Legal risks — like chargeback protection

• Security threats from malicious hackers

• Implementation headaches

• Hidden expenses

The total cost of your in-house registration solution?

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

If it isn't true love...

• Does your in-house ticketing solution:

  • Make it easy to create and modify event pages
  • Ensure seamless entry and acceptance
  • Enable your event to go viral online

If it is true love...

• Then there's the people you aren't even reaching in the first place, because your in-house ticketing isn't mobile friendly:

Are you keeping up with innovation?

• The typical drop-off for each extra step or complication

Are you losing customers?

The time investment could have costs that make or break your business.

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