SecuTix

LIVE ENTERTAINMENT

SecuTix for the Live Entertainment Industry

Maximise event attendance by optimising ticket sales across all channels up to the last minute and building ongoing audience engagement

Today's spectators expect you to know them personally and yet their buying patterns are becoming more difficult to predict. Leveraging modern ticketing and audience engagement technologies, SecuTix helps you maximise event attendance, develop a personalised relationship with your customers on a daily basis and attract new audiences.

Ticketing as a means of developing customer relations and building loyalty

SecuTix 360° is a white label ticketing engagement software platform aimed at dealing with the new challenges faced by ticketing and marketing professionals for cultural and live events.

SecuTix 360° provides a multi-channel solution for selling seats, season tickets and membership schemes. Your customers will have the freedom to choose on when and how to complete their purchases, whether through your online ticket shop, box office or call centre. From browsing the events programme, through viewing the seating plan, right up to buying the ticket, the user journey is seamless and intuitive on phone, tablet or laptop. SecuTix offers you a modern solution to help you develop online sales, cater for the massive mobile market and meet the expectations of early adopters and younger audiences.

SecuTix can also help you diversify your sales through B2B partners and corporate customers via a dedicated partner ticketing service. It offers them greater flexibility for price-negotiated seats and total control over assigning tickets right up to the last minute. As a result, you attract more business partners and also reduce the load on your back office.

SecuTix 360° is much more than just a next generation ticketing solution. Native integration of ticketing and CRM also allows you to centralise all your contacts in a common database and offers a 360 degree view of your audience. Fine-grained audience profiling and segmentation lets you create special offers ideally suited to individual preferences. Thanks to integrated digital marketing tools, a few clicks is all you need to automate your campaigns, communicate with targeted customers and visualise the impact of these interactions on your sales figures.

SecuTix 360° lets you do everything you can to fill your venue when the big night comes, while also paying close attention to the needs of your membership and season ticket holder communities. Software as a Service (SaaS) delivery means you get all these benefits with no infrastructure and maintenance costs.

Ticketing   Engagement   Platform
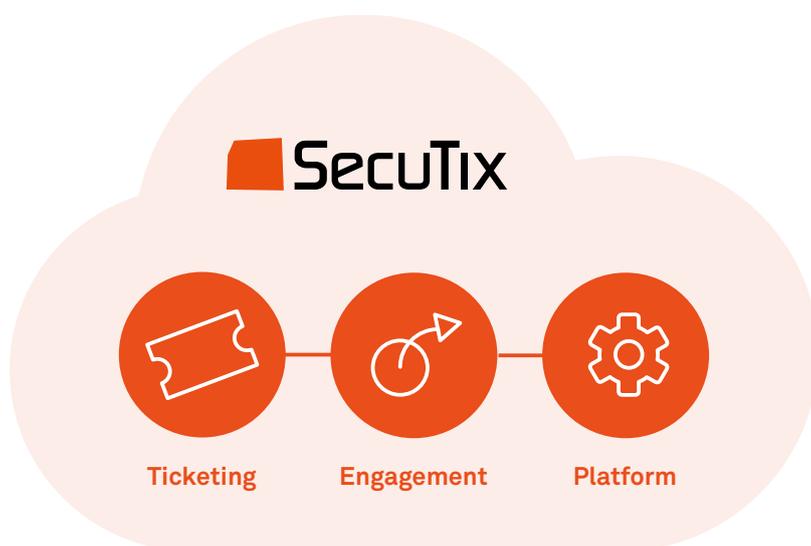
SecuTix 360°: The Ticketing Engagement Platform

- **Ticketing**
  Our core ticketing features are tailored to your specific needs and designed to support your ever-evolving offers in the digital age.

- **Engagement**
  The combination of CRM, customer service, analytics and digital marketing creates a 360-degree view of your audiences.

- **Platform**
  Our open SaaS platform is designed to integrate with sales automation solutions, other ticketing solutions and third-party digital applications.

How do we help ticketing and marketing professionals in live entertainment businesses?

FILL YOUR VENUE

_ Develop a wider product range
Season tickets, memberships, promotional codes, single use codes, event and hospitality packages, conditional pricing… design as many products as you wish to respond to the needs of your audience.

_ Put everything online
Offer your whole product range online, even complex products such as packages, season tickets and memberships, just as you do at the box office, and cut the workload of your back office.

_ Make use of social networks
Let your customers share their purchases on social networks, identify opinion formers and expand your potential audience.

_ Agile management of block seat bookings
Decide the best strategy for the allocation and sale of block seat bookings, whether that be sponsors, officials, or sales agents. Then tweak it based on up to the minute feedback.

_ Manage your waiting list
If VIP seats have not been filled a few hours before the event, you can notify customers on the waiting list for extra last minute sales.

_ Make it easy for your box office on the night
Allow your staff to select seats directly from the seating plan and cut queueing times.

_ Spot the trends
Through CRM, improve your understanding of your audience. Identify the type of events your customers go to, whether they go out midweek or at the weekend, age groups, where they live, etc. Profile your customers and events to engage with the right people at the right time.

_ Create promotional offers quickly and easily
Create last minute offers and tell your audience about them: with a few clicks, make it easy for you to react and easy for your customers to make last minute purchases.

ATTRACT NEW AUDIENCES

_ Develop your partnerships
Tourist Information centres, tour operators, hotels or other venues: Give yourself the means to get your name out there and grow your sales through partnerships.

_ Develop your affiliate programmes
Through tracking links, identify the bloggers and opinion formers who are talking about you online and convert their readers into customers with an affiliate reward programme based on generated sales.

_ Boost your B2B sales
Offer a dedicated section of your site to business networks and corporate partners. Provide them with a dedicated area online and the tools to manage the distribution of their tickets without your intervention. And your partners will provide you with new contacts for your next marketing campaign.

_ Automate your marketing campaigns
Welcome a new contact, offer targeted promotions and birthday wishes without user intervention thanks to automation. Visualise the return on investment of your marketing strategy through the native integration of the e-marketing module with ticketing.

They work with us already

Live Entertainment

Opéra National de Paris
Philharmonie de Paris
Maison de la Radio
Théâtre du Châtelet
Théâtre des Champs Elysées
Théâtre Saint-Georges
Théâtre de Suresnes Jean Vilar
Théâtre de Vidy
Maison de la Danse
Le 104
Le 106 Rouen
Maison des Arts du Léman
Maison de la Poésie
Opéra de Reims

Le Manège de Reims
La Comédie de Reims
La Cartonnerie
Palau de la Música Catalana
Teatre Nacional de Cataluña
Teatre Lliure
Theater Basel
Grand Théâtre de Genève
Montreux Comédie
Spectacle Français
Comédie Gallien
La Comédie de Genève
Théâtre de Beausobre
Pierre Boulez Saal

LIVE ENTERTAINMENT

How do we help ticketing and marketing professionals in live entertainment businesses?

REWARD YOUR MOST LOYAL CUSTOMERS

_ Convert the first-time visitor into a regular spectators
Offer attractive deals, such as a range of membership schemes, to build a connection with new audiences.

_ Engage your members and season ticket holders
Keep in touch with your subscribers via newsletters or last minute promotional campaigns to engage your audience and stay top of mind.

_ Pamper your community
Offer privileges to your most loyal customers, such as birthday greetings or exclusive invitations to previews.

_ Reward your social media ambassadors
SecuTix social media integration makes it easy to identify who is recommending your events and sharing their purchases on Facebook, Twitter or LinkedIn. Thank them and make sure they're in your next loyalty campaign.

_ Offer total flexibility
Let your season ticket holders customise their own schedule online by choosing dates, events and seat category, and provide them with an integrated resale platform that makes it simple for them to resell a ticket for an event which they can no longer attend.

15	125	~30	1,500	1,2M
years of experience in ticketing	client sites across Europe	Million tickets processed yearly	tickets sold per minute at peak	Euro revenue generated via marketing emails

About SecuTix

SecuTix helps organisations boost ticket sales and enhance audiences' experience before, during and after events. Our product, SecuTix 360°, is a cloud-based platform that combines ticketing and marketing functionality, and is offered as a white label SaaS service. Used by the largest sport clubs and stadiums, live entertainment businesses, and leading museums and cities across Europe, SecuTix manages the yearly sales of approximately 30 million tickets. Among our customers are Opéra National de Paris, UEFA, Centre Pompidou, Aspro Parks, Saracens FRC, Paléo Festival, Musée Picasso Paris and more. A daughter company of the ELCA Group, SecuTix has a local presence in Switzerland, France, Spain, Germany and the UK.

Contact us

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