

TicketNetwork boosts web traffic from mobile devices 120% in four months with mobile-optimized site



About TicketNetwork.com

- m.ticketnetwork.com

Goals

- Make ticket orders easy for mobile shoppers
- Increase mobile conversions while decreasing cost per conversion
- Continually improve mobile user experience
- Promote mobile-friendly site through Google Mobile Ads
- Build successful foundation for m-commerce growth

Approach

- Created mobile-friendly site with larger buttons, better search, and Click-to-Call
- Stripped away unnecessary content to optimize site speed and reduce load times
- Deployed and continually tested mobile site
- Promoted site through Google Mobile Ads and email campaigns

Results

- Established leadership in mobile space among ticket exchanges
- Increased mobile web traffic 120%
- Grew mobile sales by 184%
- Click through rate three times higher on mobile than desktop

Just the ticket

Whether your passion is the New York Yankees, Justin Bieber on tour, or theater like Les Miserables, TicketNetwork.com is the place to go. The company has created a massive online marketplace that connects live entertainment fans to a vast network of independent sellers who list more than 7.5 million event tickets, many of which are sold out elsewhere. The purpose is simple: help get fans into their favorite events by giving them a safe and easy way to purchase the tickets they want, when they want them.

Increasingly, that exchange is happening via mobile devices, and fans expect a great experience when engaging on their smartphones. According to Compuware, “What Users Want from Mobile,” 2011, 57% of people would not recommend a business with a bad mobile site.

“We know that the number of customers shopping on mobile devices is steadily increasing, and we expect to see that trend continue,” says Jessica Cushing, AVP of Online Marketing for TicketNetwork. “We wanted to launch a mobile solution right away so that we could begin to earn that business early on, and also have a foundation in place to build upon as mobile technology changes in the future.”

“Four months after introducing the site, the percentage of web traffic coming from mobile devices increased 120%”

—Jessica Cushing, AVP of Online Marketing, TicketNetwork.com

120% increase in mobile traffic in four months

TicketNetwork created a mobile-friendly site in four months, adding features specifically designed for mobile users, including larger buttons, streamlined search results, and convenient, Click-to-Call functionality. The team designed the site with speed in mind, stripping away all unnecessary content and graphics in order to minimize file sizes. The result was a simpler and faster site, with pared-down functional directions to help mobile users easily make a purchase.

It didn’t take long for TicketNetwork to see a slew of benefits. “Four months after introducing the site, the percentage of web traffic coming from mobile devices increased 120%,” Cushing says. Additionally, overall sales from mobile grew by 184%.

A foundation that’s paying off

For TicketNetwork, continuous improvement is a standard part of the mix. The team uses data from Google Analytics to identify areas of the site that may not be fully optimized, then runs A/B tests to compare variations in design or functionality. One of the first things the company did was alter its search feature. The team ran an A/B test with a new search function that was thought to be easier to use—and the assumptions proved correct.

About Google AdWords

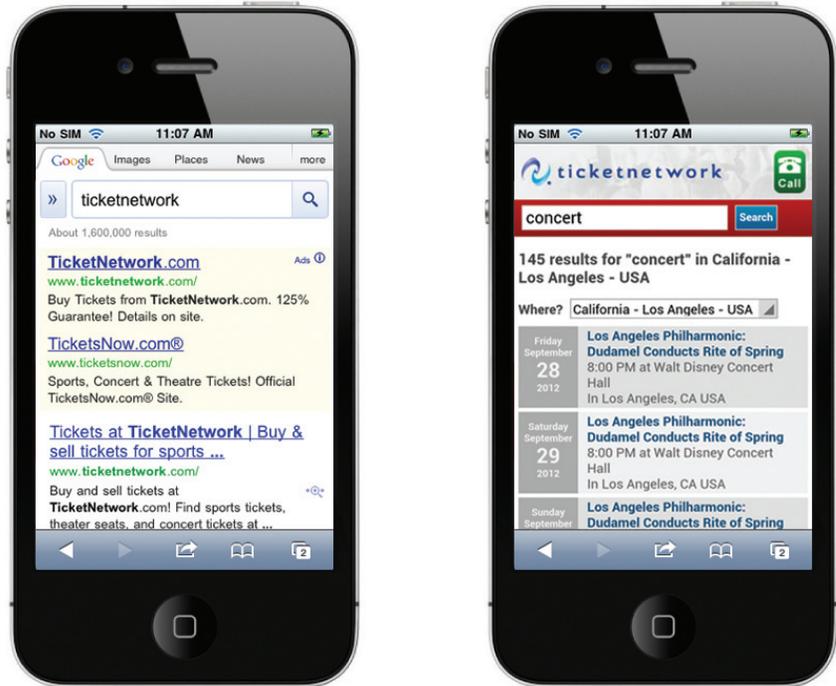
Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
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*"We're attracting more visitors to our site and increasing sales, so our mobile efforts are paying off already, but I think this is just the tip of the iceberg for us with mobile."
—Jessica Cushing, AVP of Online Marketing, TicketNetwork.com*

With the mobile site in place, Cushing and the team have been promoting it through Google Mobile Ads and email campaigns. Separate Google AdWords campaigns are set up so they can be optimized easily for mobile devices. This approach proves to be very successful, with click through rates being three times higher on mobile than on desktop!

The site has put TicketNetwork ahead of the m-commerce curve. And, says Cushing, "We're attracting more visitors to our site and increasing sales, so our mobile efforts are paying off already, but I think this is just the tip of the iceberg for us with mobile."



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