

HOW A NETWORK WITH UNPARALLELED REACH HELPS KNITTING FACTORY BECOME AN EMPIRE



INTRODUCTION

For Morgan Margolis, CEO of Knitting Factory, being a TicketWeb client means more ticket sales.

One of the key partnerships contributing to their growth and success is TicketWeb. As part of the Ticketmaster brand, TicketWeb boasts access to one of the most effective open ticketing platforms in the industry, and unparalleled reach to fans.

“With the Ticketmaster outreach, TicketWeb has access to a much bigger network than other ticketing companies,” said Margolis.

This unparalleled access to the industry’s largest fan network that has kept Knitting Factory in the TicketWeb family for 17 years.

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Morgan Margolis, CEO of Knitting Factory



Reach More Fans



Capture More Data



Sell More Tickets



KNITTING FACTORY

KEY RESULTS

17

Years Using TicketWeb

4

Locations Across the United States

17%

of Gross Ticket Sales from TicketWeb / Ticketmaster Network

SOLUTION

The build once and publish everywhere functionality of the platform allows them to quickly build events on TicketWeb and publish to Ticketmaster and its entire fan ecosystem, reaching fans where they are most likely to purchase tickets without sacrificing the fan experience.

In 2016 alone, 17% of gross ticket sales for Knitting Factory came from the TicketWeb-Ticketmaster Ecosystem.

It's no secret: the more fans they reach; the more tickets they have the potential to sell; the more fans they can touch with events, the more Knitting Factory's empire grows. Within Ticketmaster's network, Knitting Factory can easily reach over 100 million fans. Coupled with TicketWeb's 8.8 million monthly site visitors and subscribers, they have the power to reach millions of fans with a single click, giving them a huge advantage against competitors.

"When it comes to ticketing, fans and promoters want it to be a very easy and fluid experience. They want to be able to jump online, grab your ticket and you want that experience to be easy," said Margolis, "I find that with TicketWeb and Ticketmaster, that experience is positive for the fan and for us as promoters."

With this solid foundation under their belt, Knitting Factory will continue to grow and sell out their events. Are you ready to experience the difference of TicketWeb's network?

"When it comes to ticketing, fans and promoters want it to be a very easy and fluid experience. They want to be able to jump online, grab a ticket and move on with their day. I find that with TicketWeb and Ticketmaster, that the experience is positive for the fan and for us as a promoter."

Morgan Margolis, CEO of Knitting Factory