

THE TOOLS USED BY INDUSTRY PROS TO CAPTURE MORE DATA



INTRODUCTION

Located in the heart of Chelsea, Highline Ballroom has brought the best in live entertainment to New York for years. The 700-capacity ballroom is a space worth seeing. The venue was designed to enhance the music experience for patrons. With a state-of-the-art sound and light system, shows at Highline are known quality.

Every detail has been carefully selected, from the tufted couches to the balcony and LED-covered lights. At the center sits the stage where Stevie Wonder, Carlos Santana, Paul McCartney and Amy Winehouse have performed, among others.

“As soon as we have a show announced and on sale, the week after we double check all of our potential sales sources to make sure everything has been populated and aggregated throughout the entire network.”

Jeff Mann, Director of Marketing for Highline Ballroom



Reach More Fans



Capture More Data



Sell More Tickets

H I G H L I N E

B A L L R O O M

KEY RESULTS

7

Years Using TicketWeb

240

Shows Per Year
On Average

10

Average Referrals
Utilized Per Event

SOLUTION

With such a diverse show line up, Jeff Mann, Director of Marketing for Highline Ballroom develops their strategy using tracking codes to keep a pulse on the venue's diverse fan base. He currently uses the TicketWeb's customizable referral tracking to gather relevant data from ticket buyers, a tool that Mann swears by.

As part of his team's strategy, they create unique tracking for things like artist links, cross-promotions with other venues, and general marketing like emails, social media, etc.

Using these codes, he can see where sales come from for a single show, taking advantage and keeping track of sales within the TicketWeb and Ticketmaster discovery ecosystem. This wealth of data gives him the tools to optimize his campaigns and segment data for targeting.

After seeing the spike in sales, he implemented a check process for interns where they make sure that tracked links are being used by artists, promoters and that they are posted in the TicketWeb and Ticketmaster ecosystem.

TicketWeb's custom referral tracking links are helping Highline Ballroom fine-tune their marketing strategy and boost ticket sales.

Are you ready to see the difference our system can make in your sales?

“The referral tracking pointed out to me that artists are the number one driver in sales, regardless of sales coming from Ticketmaster or our website. I have seen one time an artist not post anything and sales were low. After speaking to the agent and getting a tracked link posted, I started to see the sales increase.”

Jeff Mann, Director of Marketing for Highline Ballroom