



# **Delivering experiences to quench insatiable customer expectations**

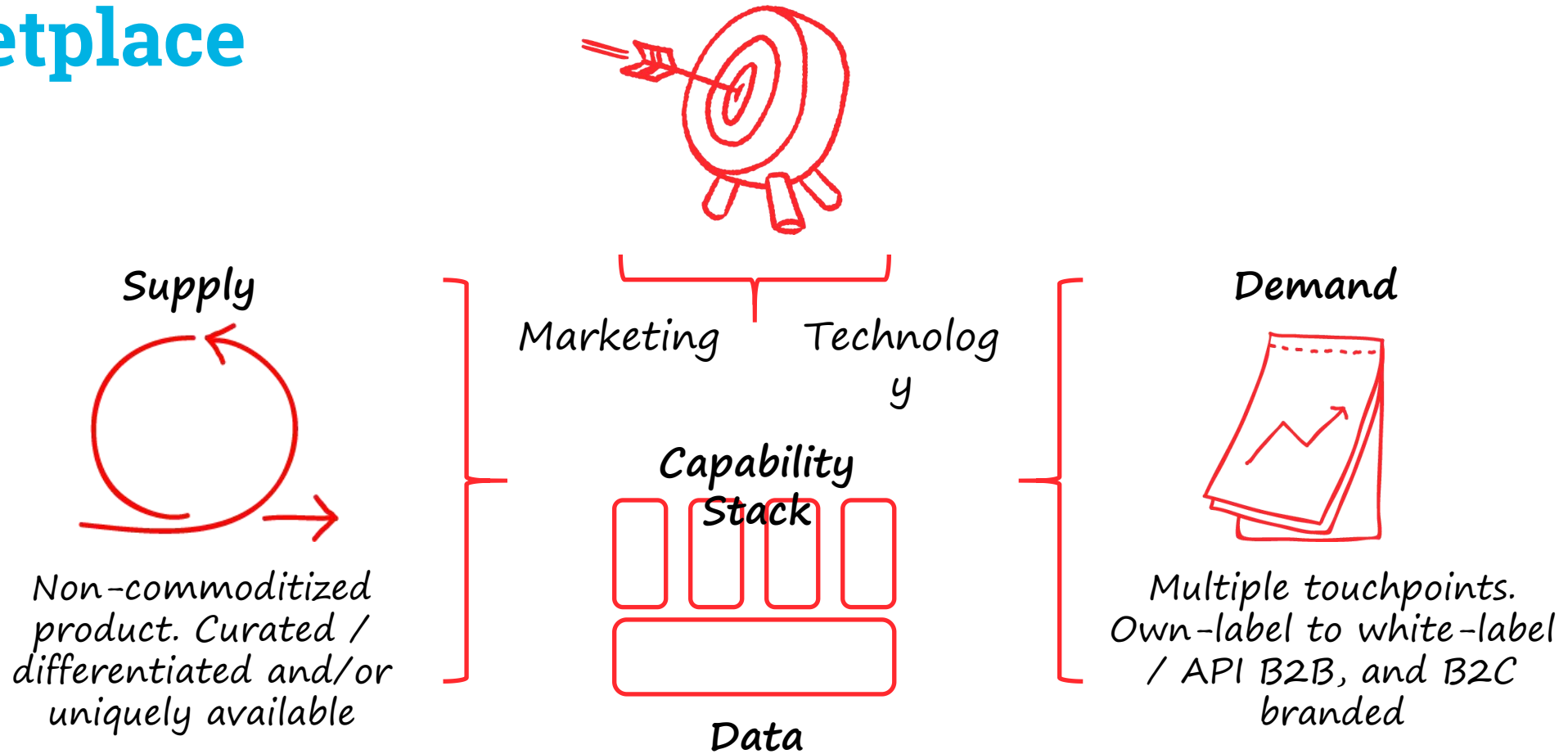
*Joe Steele  
CEO, Encore Tickets*



## About me



# About marketplace retail



# Agenda

- 1. Introductions**
- 2. Insatiable customers: how to turn into competitive advantage**
- 3. Practical application of marketing and technology**
- 4. Business organisation and learning**

# Introducing **encore** ★★

Connecting and delivering audiences to the world's best live entertainment and experiences

	Supply Partners	B2B Distribution Partners	B2C Consumer Direct
Our customers	Producers, venue owners, marketing agencies, general managers	Digital partners, domestic and international trade tourism, retail and shops	Consumers online (mobile/desktop), telephone, shops
What we deliver	Manage productions and 	Live entertainment and 	Find, book, and re-live 

**2M**

*tickets sold  
in 2018*

**>5M**

*Tickets on sale at  
any time*

**>80%**

*Exclusive & best  
offers in market*

**400**

*affiliates trading  
since 2017*

**>200k**

*Future acts and  
attractions for sale*

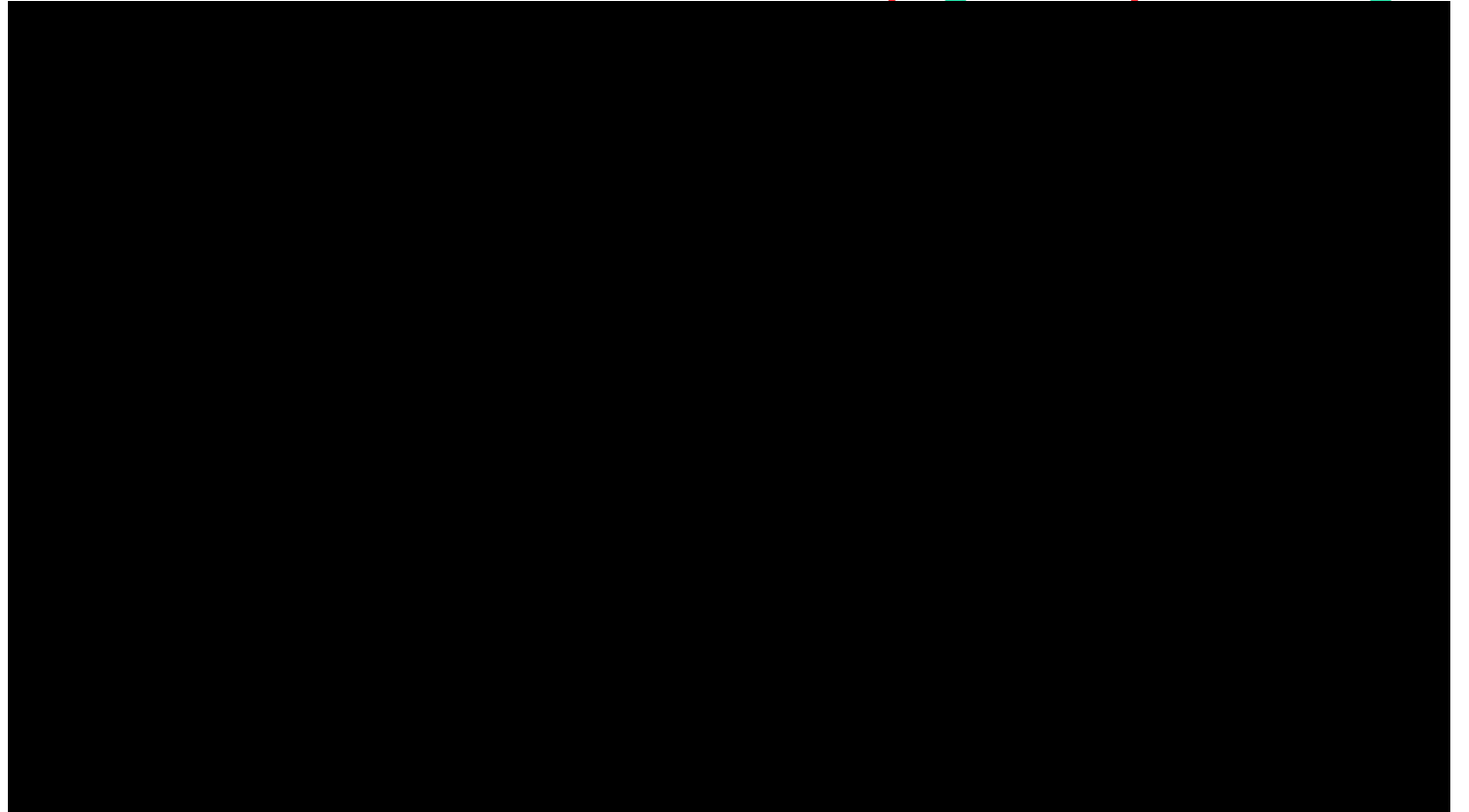
**>£1B**

*In sales in our  
history*



**encore** 

**Passionate about the  
product we work with**



# The end-consumer expects an ever higher speed and intimacy of experience



## Quick & Seamless

40% of consumers will leave a page that takes longer than 3 seconds to load

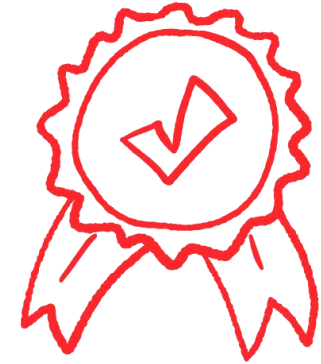
Google/Soasta



## Intimate

54% UK consumers felt more loyal to brands that understand their preferences and priorities

Wunderman



## High Standards of Choice

85% of UK consumers measure all brands against a select few, think Starbucks and Netflix

Wunderman

# Every step up in customer appetite presents an opportunity to gain competitive advantage



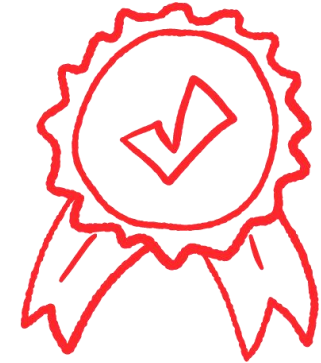
## Quick & Seamless

- Beating in race to transact
  - Speed of search and check out



## Intimate

- Better knowing the customer served
- Alignment of marketing and tech

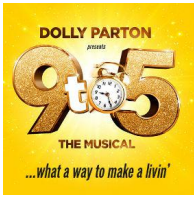


## High Standards of Choice

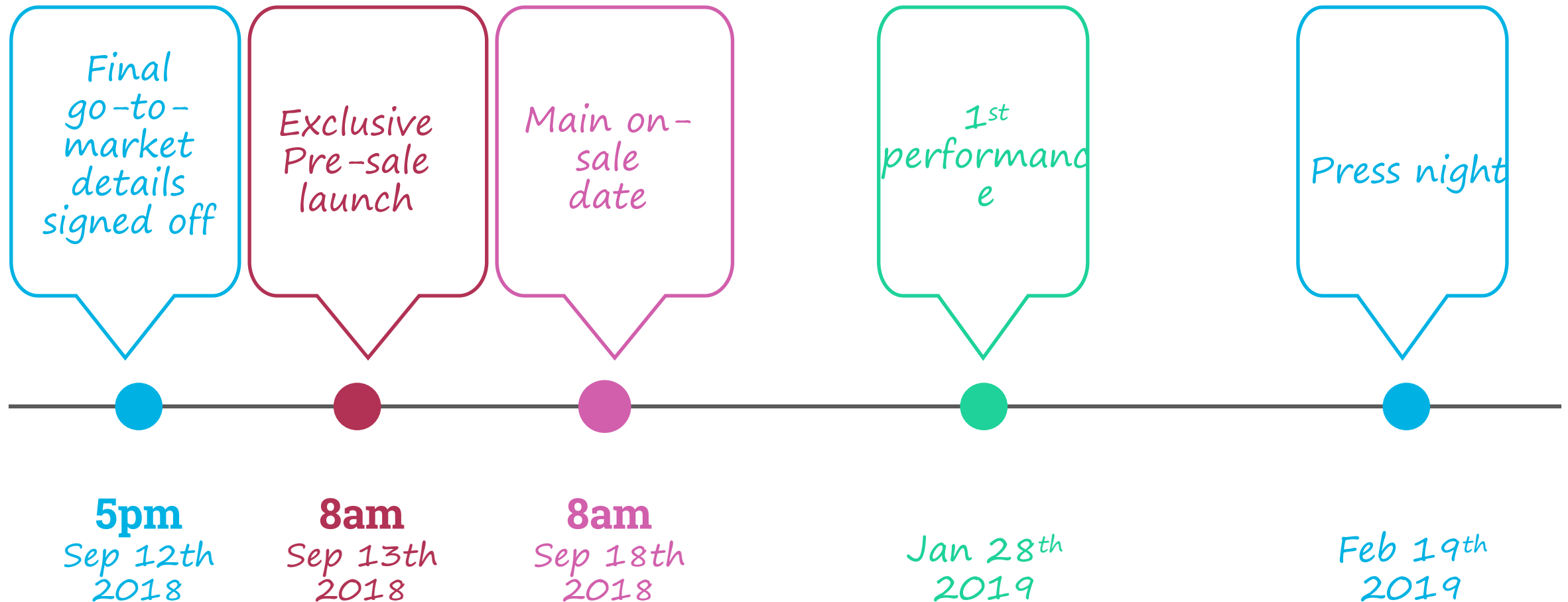
- Winning over the customer first time
- Urgency and impulse to buy now



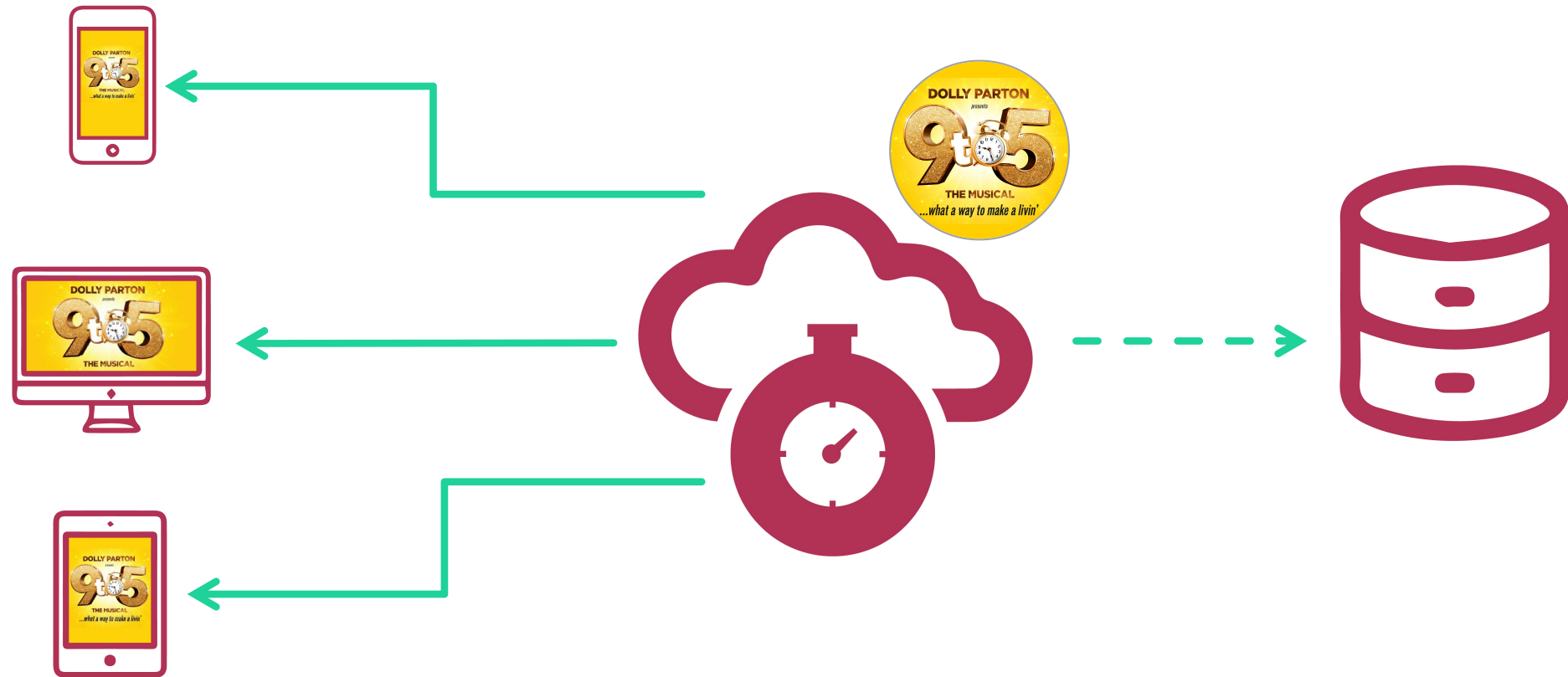
# Working around the clock ... time to showtime



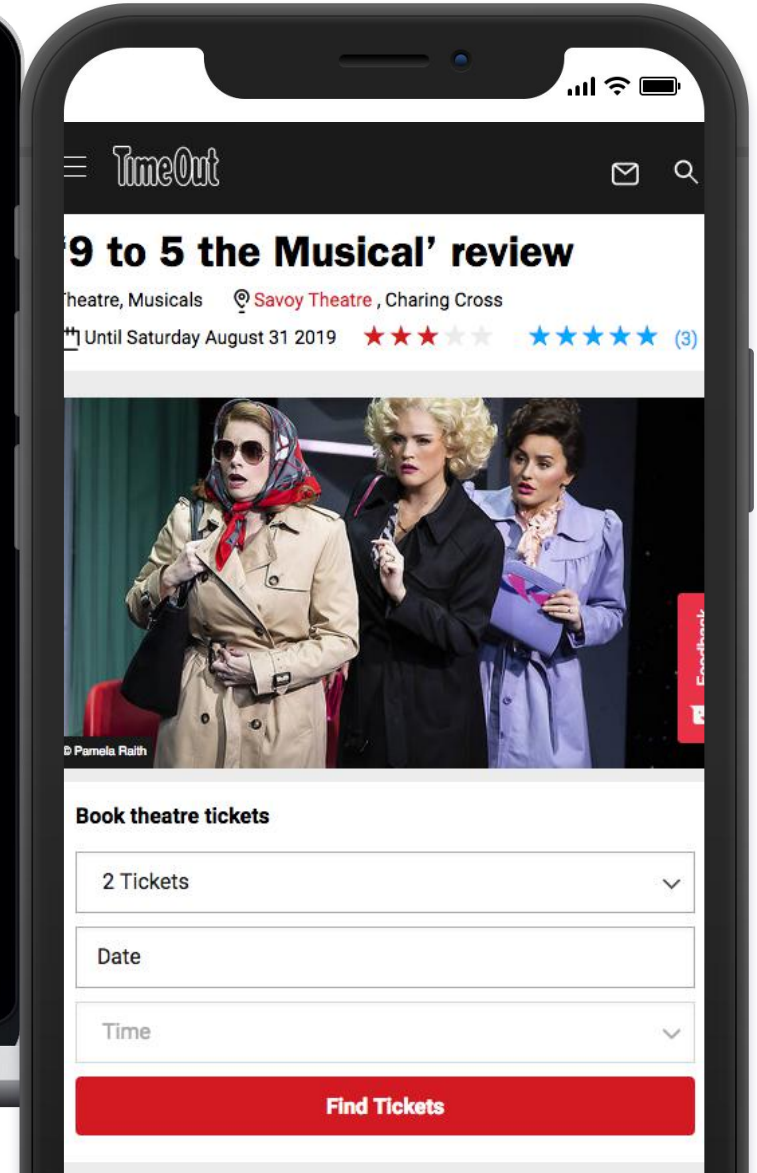
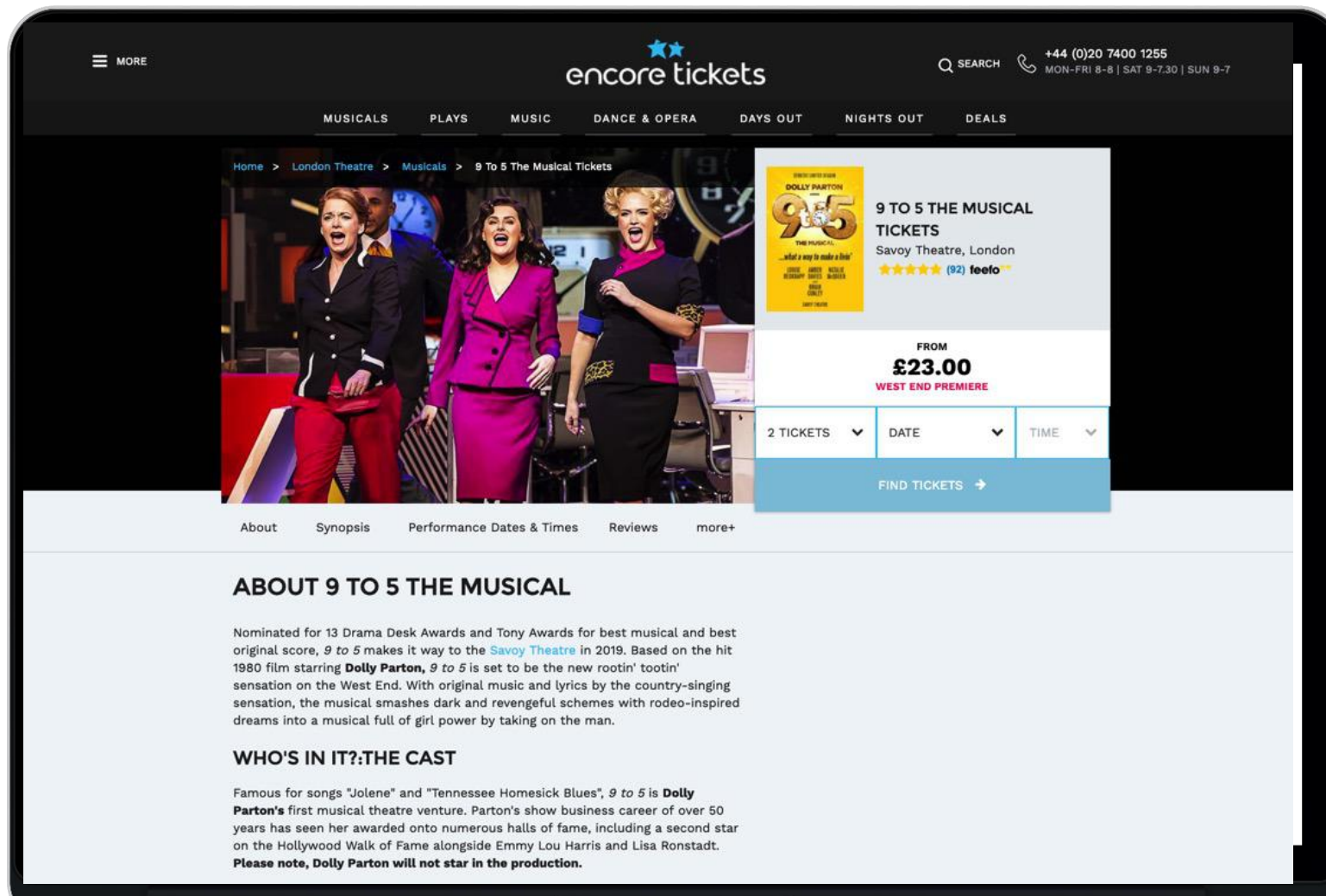
Every challenge is an opportunity



# Packaging and delivering content for rapid awareness



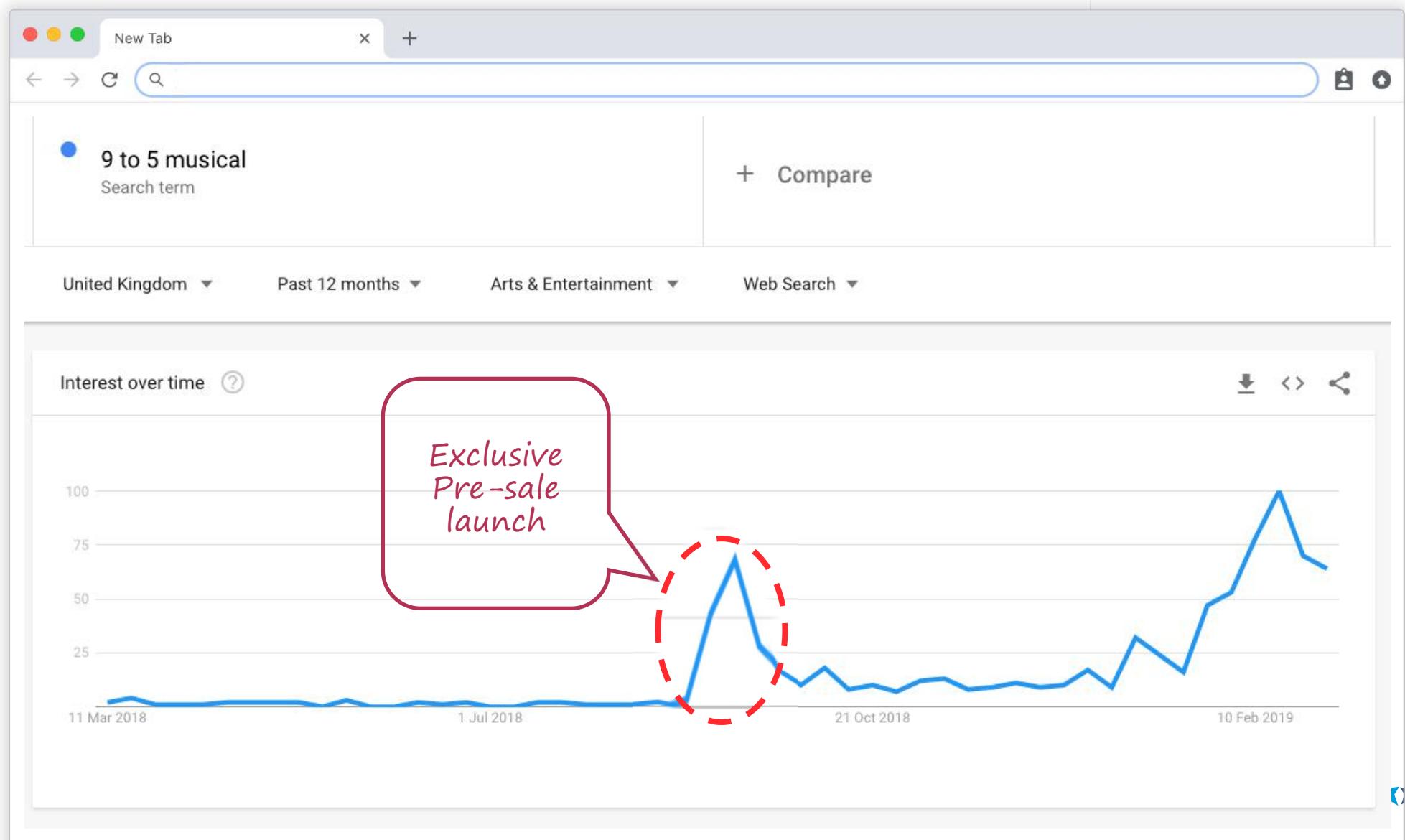
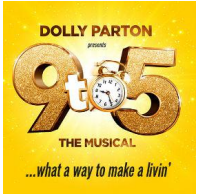
# Packaging and delivering content for rapid awareness



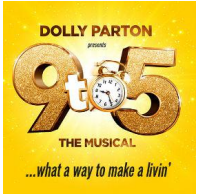
# Packaging and delivering content for rapid awareness



# Capturing awareness into seat sales



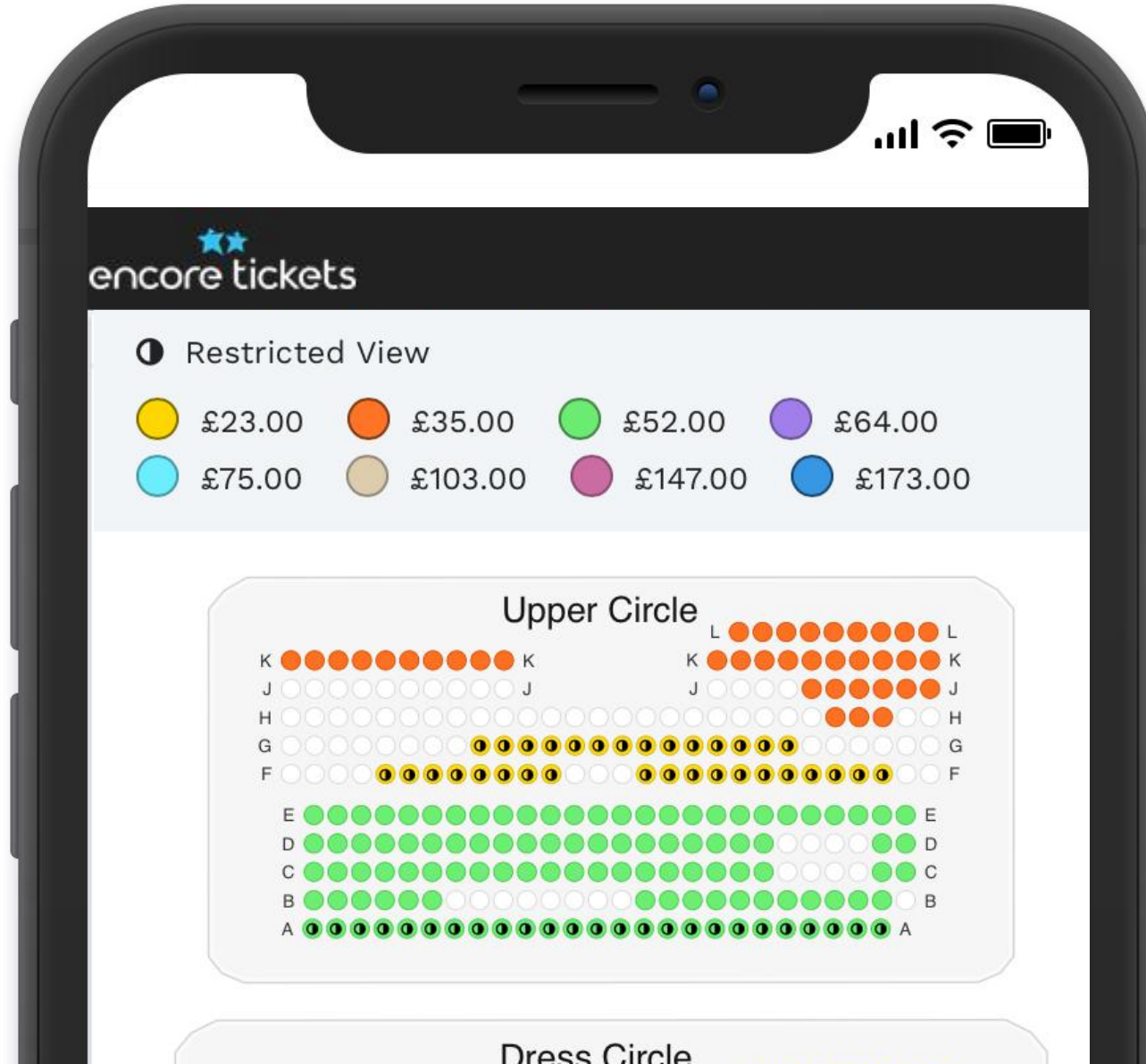
# Capture demand as fast as possible at pre-sale



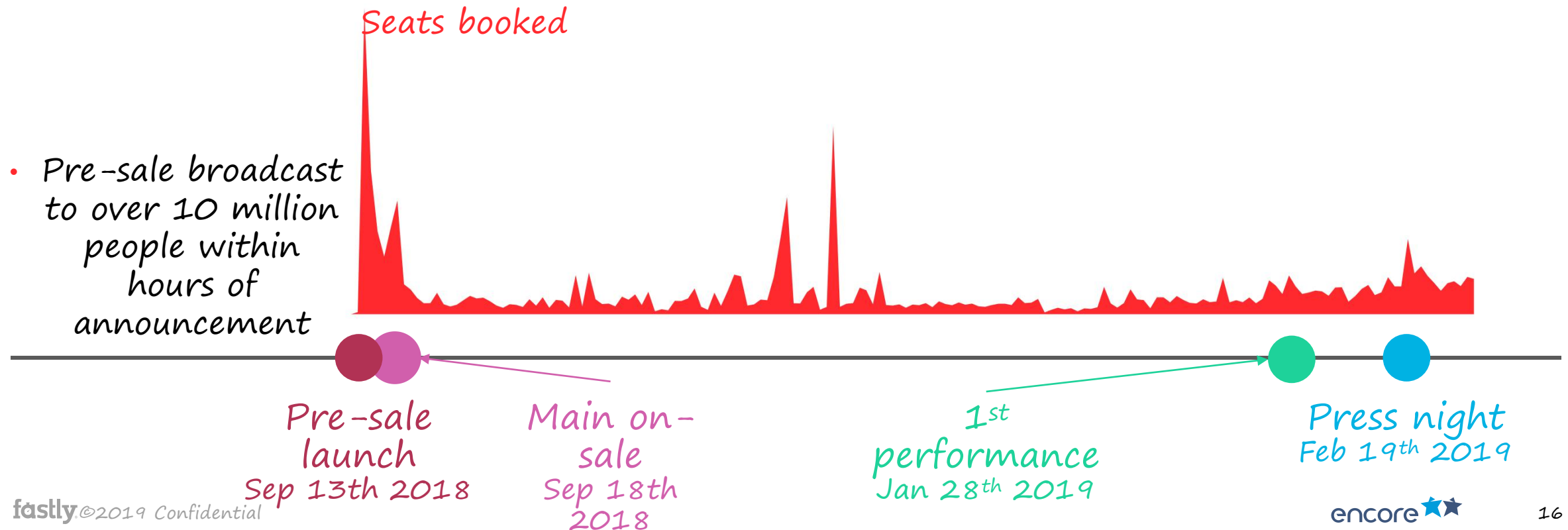
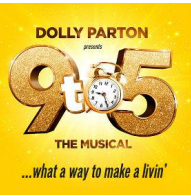
API seat  
connectivity

+

Allocations



# Delivering incremental audiences quickly and securely



# Mapping the technology and marketing to the organizational change

## Then

- Siloed tech & org
- Ticket agent, majority hosted
- Multiple roadmaps

## Now

- Integrated tech & org
- Ticketing partner, majority cloud
- One aligned roadmap & purpose

**Mirroring customer-facing design and capabilities in organization and culture**  
**+35%point improvement in eNPS within 9 months**

# What's next? **encore** ★★

Developing a successful localisable formula for addressing new territories & driving profit from mature economies

1

## Deeper supply partnerships

*Data-driven capabilities to increase range and value of audiences*

2

## Deeper B2C insight

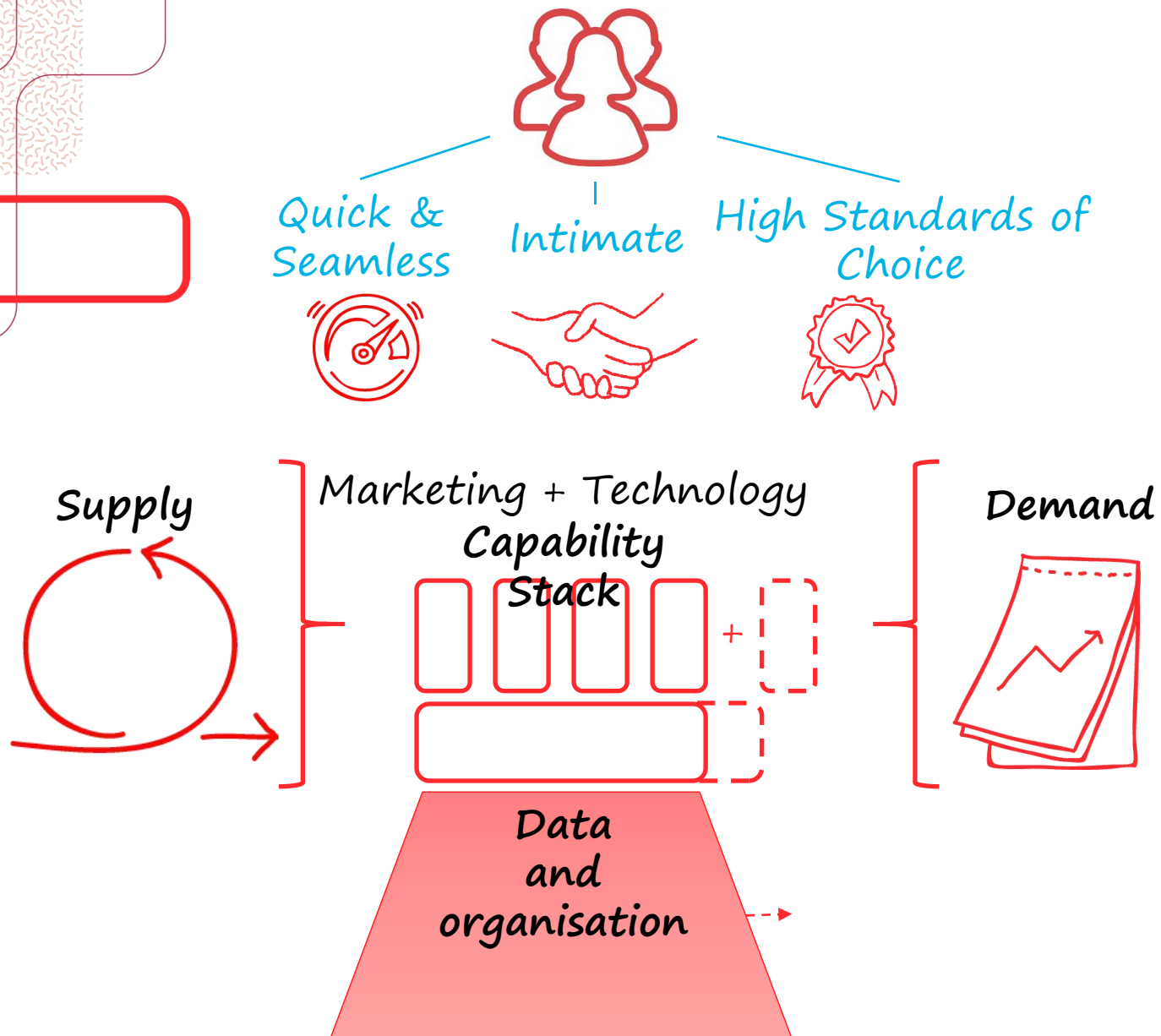
*Expanding our audiences and what we know of them*

3

## International expansion

*Including connectivity for direct Broadway and US distribution*

# How to go operationally faster...



**Customers ever more insatiable**

**Transform fast to gain advantage**

**Continually learn and re-invest**

**Thank you!**

encore ★★

fastly®