

Etix

Resale of Event Tickets

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Company Offering Product/Service

Company Description

Etix is an international web-based retail ticketing service provider with flexible, secure online and box office ticketing solutions. They also provide event marketing services and ecommerce fulfillment to entertainment venues of all shapes and sizes. With the ability to build and customize client's websites, social media pages, email marketing campaigns and other events. Hired by clients who are in travel, entertainment, and sports industries all over the globe to sell tickets. Their Team is made up of highly skilled individuals who have experience in the entertainment, business, and tech fields. In 2011, Etix acquired Rockhouse Partners, aiding in the expansion of their marketing services. Holding the title of largest independent ticketing company in North America.

Company Location(s) (Include physical address)

Etix has many offices within the United States and globally. Headquartered in Morrisville, NC. These locations were old ticketing agencies that Etix bought out. Allowing the companies to keep their original office open with the new management. The office locations are listed below.

- Etix Headquarters -909 Aviation Pkwy #900, Morrisville, NC 27560
- Raleigh, NC -5171 Glenwood Ave #320, Raleigh, NC 27612
- Bingham, Alabama - 5120 Cyrus circle, suite 101 Birmingham, AL 35242.
- Gilbert, Arizona - 313 N Gilbert Rd, Gilbert, AZ 85234
- Houston, Texas - 7600 W Tidwell Rd, Houston, TX 77040

China, Japan, Holland, Germany, and Austria are their international locations. These headquarters operate as separate entities from the in-country headquarters as they have international rules and regulations to abide by. According to the contact, their addresses are not available.

Other Products/Services Offered

Aside from offering a platform for consumers to purchase tickets, Etix also has consulting services. Etix offers analytics services (Etix analytics) for the businesses that it partners with to deliver tickets to consumers. The company can assist in developing and finetuning a business' only marketing strategy. Etix Analytics allows an organization to access a dashboard where they can analyze consumer behavior patterns (purchase patterns). Etix also features a mobile support option (such as purchasing and scanning) so that businesses can help improve the consumer ticketing experience.

Market Areas Sells To

Etix features ticketing services from businesses in many different industries. The company features tickets to airshows, casinos, comedy clubs, fairs, sports, music venues, and more. The

company is global and can be found abroad (such as in Japan). With the ticketing service, it sells directly to consumers, making this a business-to-consumer (B2C) transaction.

Product/Service Being Marketed

Description of Product/service

This service is the resale of tickets for wanted events, that is provided through web-based technology. This service is led by the company Etix. Clients utilize this company to resell their tickets to consumers. This service not only provides a method of buying tickets for desired events but also a way to resell tickets of your own, being a small event or a big vendor. The Etix website allows the service of purchasing tickets to be easy and efficient. A search bar is automatically provided in order to discover the tickets for the desired event. Also, there are multiple features on the website that allow you to find events in your area without prior knowledge of an event. Once you have found the wanted ticket from the multiple helpful features that the website offers, you click “buy ticket” which then leads you to the purchasing process of this service. It involves the consumer selecting the preferred seat at the event, if necessary, then choosing the delivery method prior to providing a payment method while acknowledging any policies regarding the event. Once the tickets are purchased and a confirmation email is received, the tickets are able to be utilized via the delivery method chosen.

Features and Capabilities

There are multiple features and capabilities that derive from this service. While completing the checkout portion of this service a 3rd party insurance option is available, Allianz Global Assistance. This feature provides security on your purchase. Another capability allows a consumer to include their location and multiple upcoming events at the provided city is visible to the consumer which is extremely helpful in the process of this service. In the case of a cancellation of an event or being postponed a refund will occur to the consumer and notified via email with the necessary information. This service, being a resale of tickets, grants multiple options for the receipt of the purchased tickets. Once the confirmation email is received the ticket can be delivered by mail, downloaded to a digital wallet or printed at home. While the website and company itself provides multiple features it is not the main focus for the company's marketing strategy. Aaron Bare, mentioned that ticketing is about unique inventory and time and that their most effective feature is the service itself allowing multiple people to buy the same inventory at the same time orderly with no implications. Along with honesty being a key feature in ensuring loyalty from consumers as well as providing stability.

Product/Service Life Cycle

While the life cycle consists of a series of stages that include, introduction, growth, maturity, and decline it is certain that these stages can reoccur. While also presenting issues when it comes to the level of difficulty knowing which stage the service is currently in. The introduction stage of the reselling of tickets service provided by Etix first began in the year 2000 founded by Travis Jonovich. In order to transition from the introduction period to growth stage involved trust especially since in the early 2000 it was a new innovative way to purchase tickets rather than buying them directly at the location. Aaron Bare stated that in the early 2000s they partnered

with Live Nation involving Live Nation investing in Etix which eventually led to an increased amount of tickets purchased online for bigger shows. However, due to issues with the deal they later stopped the partnership but continued in their growth stage from 2007-2011. Due to finding new markets rather than focusing on features, State fairs were a major market for Etix during their initial growth stage. They have gone through period of the delcine stage specifically during Covid resulting in a hault and decrease in a number of events globally. Etix resaling service seems to be between the growth and maturity due to its continued growth along with the their continued adding of new markets while having strong competition.

Market of Product/Service

Customers for Product/Service

Etix is fortunate to be able to boast a large customer base. As a company that focuses on the distribution of tickets for events such as concerts, sporting events, comedy shows, and more – it attracts a large variety of customers to its service. Etix's customers include those 18 and older who are seeking a low-cost ticket to any ticketed event in their area, as well as venues that are seeking to sell tickets directly to Etix.

Why Product/Service Needed

The space that Etix operates in existed as a gap prior to the founding of Etix in the year 2000. According to the contact, there currently exists no “pure competition” to the firm. Etix differs from other ticketing software by only specializing in re-selling. Because of this, Etix remains the only service operating in its niche market. Without Etix, there would be no direct substitute to immediately take on the customer base that Etix has earned, recreating the gap in the market.

How Product/Service Used

The service operates like other comparable ticketing services. First, you locate the event you are hoping to attend. After you have located it, you may view details as well as add your ticket to your cart. Following that, you will be prompted to provide shipping and billing information, as well as complete your purchase. The tickets will be delivered to your email and/or mobile device. After that, you are free to use the ticket as you please.

When Product/Service Bought

This service represents a business-to-consumer transaction. Consumers will utilize the service when they are seeking to purchase tickets to events listed on the website. Some popular venues that consumers frequent include arenas, festivals, fairs, music venues, casinos, and museums. The usage of this service is tied directly to the availability and popularity of venues. As such, the use of this service is affected by seasonal factors and external trends (an influencer promoting a particular event). Etix receives its highest usage rates in the third quarter of the year.

Product/Service Position

Competitors Offering Products/Services

There are some large companies that are in the same field as Etix that would be considered their competitors such as SeatGeek, StubHub, and Tickmaster. Along with some other ones being EventBrite and Cvent. All of these competitors provide services regarding events and reselling tickets for consumers to purchase. Stubhub being one of the largest and most profitable ticket resellers.

Competing Products/Services Features/Capabilities

TicketMaster is a large competitor of Etix and has been for many years. TicketMaster provides some features regarding their service that is similar to Etix. A supportive feature provided in regard to their services security and reliability is their SafeTix feature. It involves encryption in order to prevent fraud. There also is a capability that allows a consumer to request a ticket prior and by providing desired event, seats and payment information and the website will complete the purchasing process once the tickets become on sale, it is beneficial for high demand events.

How Competing Products/Services Different

The organization uses a vertically integrated strategy across the various industries it offers tickets for. This strategy allows Etix to maintain a relative advantage over its competitors. According to the contact, the large number of product lines Etix is integrated across is relatively unique to the organization. Etix does not track or utilize consumer data, unlike other competitors like Ticketmaster. Competing products feature more active social media, while Etix is not active on many social media.

Competing Products/Services Evaluations

According to our contact, the conversion rate for a business like Etix is 5-6%. Meanwhile, Etix has a conversion rate of 11%. Other competitors may utilize consumer data, while Etix does not. Other competitors appear to be less transparent compared to Etix. The contract also details that a significant portion of clients they work with have experienced problems with the capabilities of their competitors. Analyzing the clients, they work with to offer tickets is critical because it directly affects the consumer experience.

Consumer data can allow organizations to target specific consumers; however, the growing concern about privacy makes this aspect somewhat contentious. Etix has many advantages over its competition, with relatively few weaknesses. However, one edge that Etix's competitors have over Etix is the use of active social media. This detail is particularly relevant considering that social media is a critical component companies use to increase brand awareness and influence brand associations.

All Products/Services Market Share

According to Datanyze the service market share for the e-ticketing industry comprises hospitality, media & internet, broadcasting, business service, and education. TicketTailor is the market leader with roughly 14.69% of the market share. Ticket Master has the second largest market share with 6.90%. Etix is the third largest holding 5.92% of the market share. Brown Paper tickets is the fourth largest with 5.67% share. The current worth of the online event ticketing industry is USD 58590 million in 2022 which was an increase from the previous year, due to COVID-19 pandemic. The projected growth of the e-ticketing industry is an estimated USD 73280 million by 2028. Meaning the CAGR growing at 3.8% during the forecast period 2022-2028.

Current trends in this marketing environment (identify minimum of 3-5, CITE sources)

The online ticketing "market's largest segment is Sport Events, with a projected market volume of US\$27.18bn in 2022," according to an analysis by Statista (Statista). The popularity of sports is expanding, and as a result, there are more sporting events and teams. The increase in sporting events has raised the demand for online sports event tickets worldwide. Online ticketing can improve attendance significantly, drawing new fans, and encouraging conversational spread by fans about their favorite sport.

The second largest market segment is music events. Notably, Straits Research states, "the Music Events section is expected to hold the largest market share, growing at a CAGR of 8.51% by 2030" (Straits Research). As the presence of musicians grows, there will be an increased demand for music events. In turn, draws huge crowds for music from various genres, including rock, pop, jazz, etc. expanding the various audiences the segment caters to.

Technological advancements are an extremely important factor in the advancement of this industry. The ability to download tickets to digital wallets, and easy to scan QR codes on tickets from the comfort of one's phone device has improved convenience for customers. User-friendly communication, and the engaging marketing methods created by service providers, makes this advancement popular. The pandemic aided in the shift to contactless operations, spreading paperless ticketing. Redefining what ticketing means, and "refers to a transaction where the purchaser uses her credit card to get into an event instead of having a ticket, PDF, or mobile phone scannable file" (Rascher and Schwarz).

Product/Service Marketing Channels

Current Product/Service Marketing Channels

Because Etix is a ticketing service, their main goal is to obtain the rights to sell online tickets for many events and avenues. Therefore, they focus most their marketing power towards event organizers and avenue representatives to obtain their business and be their sole seller of tickets. The organization currently utilizes various conferences and forums to engage with different venue representatives and event organizers. Currently, their only channel of reselling tickets to customers is through their official website. Etix is considered a direct marketing channel however, other companies use Etix as an intermediary.

Competitor(s) Marketing Channels

Many of Etix's competitors utilize other marketing channels. For instance, StubHub, one of the biggest ticket selling services, utilizes Google ads feature to make their website be on top of the search page. StubHub also has a YouTube channel where they upload videos for different events. Moreover, TicketMaster are more active on their social media accounts, they post up to date marketing posts related to new events happening. Most of these services only provide tickets through the use of their websites as well as via the phone. Similarly, to Etix these competitors are typically direct marketing channels.

Advantages/Disadvantages of Current Channels

There are many advantages of Etix current marketing channels, one of them is that by focusing on getting the rights to be the exclusive ticketing provider for an event, they divert the advertising needed for the event to the event itself, so that any customer that wants to attend the event would have to get the tickets through them. A disadvantage would be the accessibility of tickets for the customers. By having the only channel of purchase as the website, it gets harder for some people with limited access to the internet to obtain any tickets.

Possible Alternative Channels

When it comes to alternative marketing channels for Etix, they could utilize the use of selling tickets through their phone number. Etix could have people available 24/7 to assist anyone wanting to buy over the phone. Also, they could develop an app that allows customers to easily utilize their services from their phones directly.

Product/Service Marketing Program

Overall Marketing Program

Etix overall marketing program has been successful and lead to Etix being the largest private ticketing company. While they typically tend to lay low regarding promoting and utilizing social media, they instead find other ways to utilize opportunities to grow their company as well as sustain a competitive advantage. Etix is big on customer excellence, Aaron stated multiple times that honesty and stability was an enormous focus in order to retain their loyal customers. Also, ensuring that their purchasing process remains simple. The conversion rate is 11% along with a providing a diversified choice of opportunities for a consumer to choose from when wanting to purchase a ticket for an event. Based on the wide variety of events they provide tickets for Etix seems to utilize a differentiated targeting strategy. While also focusing on value in their positioning. They partnered with Rockhouse, which is a technology-based marketing agency. Working with Rockhouse has benefited Etix company along with bettering their marketing program by utilizing digital marketing analytics and communicating to consumers in order to promote the company.

Program Changes Made

Etix has made changes throughout the years that go along with technological advances. However, Etix has typically been stable when it comes to their program, they focus on the loyalty of their current customers by providing a stable honest company to their consumers while obtaining a competitive advantage. Nevertheless, there definitely are changes that must be made to provide with the environmental changes in the market. One being checkout surveys to get to know the wants and needs of their customers. Another change was focused on the price/payment part of their company by allowing the use of PayPal. This change allows privacy and security needs for consumers to be satisfied. They also have made mobile box offices in the locations of the events to through the venues, this is beneficial to the value of their company utilizing place. They also now offer multiple secure customer protection while purchasing a ticket that goes along with the growing trend of privacy needs. They have had changes that have resulted in positive and negative results however they make sure to listen to the customers' wants and needs and collect a ton of data when making changes to their program and company as a whole.

Product/Service Demand Generation Programs (including Social Media)

Social media plays a huge role in marketing in today's world. However, Etix has not taken full advantage of the power it could bring to their services. While they do post microblogs on Twitter with information regarding upcoming events and occurrences, they do not utilize more upcoming social media platforms such as Instagram or TikTok. Nevertheless, they are still extremely successful and reply to the service demand generated programs other ways such as attending seminars and or providing live marketing events for their clients that do sell to consumers rather

than purchasing the tickets. They utilize the venues/clients that promote Etix via mention or with their logo to promote through social media indirectly. Utilizing Twitter and attending events that provide information on new demands helps Etix stay in touch with new trends and demands from their original target audience along with potential new ones (Appendix A).

Product/Service Branding Elements

The name Etix is a key part of Etix's brand strategy. Many consumers can infer the organization's purpose through its name (electronic ticketing). The name is also short, which makes it easier for a consumer to remember the organization when searching for a ticket service (retrieval set). Etix also uses a website stylized with the colors blue and white. The use of the website allows the organization to differentiate itself from competitors.

Another prominent feature of Etix branding elements is the Etix logo. The organization's logo is the company name written in a stylized way. The use of repetition in the logo allows the company to become more recognizable by consumers. Also, the use of Etix in the logo allows the company to receive a reasonable amount of trademark protection (the company name likely falls under the suggestive marks trademark category).

Product/Service Marketing Success

Etix marketing program has been extremely successful throughout its twenty plus years of operation. Partnering with Rockhouse has benefited Etix as a whole in different aspects with a new marketing consulting service provided by them for their clients. In a year Etix processes more than 50 million tickets and has locations around the world. At the "Ticketing Technology" awards in Dublin, Ireland Etix was awarded the "Move to Mobile" award. They have utilized their clients to be promoted in different types of events around the world.

Samples of Marketing Communications

When it comes to marketing communications at Etix they do have certain social media such as Twitter and LinkedIn however they do not necessarily rely on and utilize it to its full extent. Etix communicates through their clients that are the actual event/venues and Rockhouse Partners that work directly with the clients. They rely on the vendor to promote the purchase of tickets through Etix. They have made microblogs on Twitter and or retweeted post from the event holder that informs the consumer about the purchasing of tickets through Etix (Appendix B). Their website itself provides a great amount of information about not only ticket purchasing information but also their marketing side of the company. The information provided on the website educates the consumers along with allowing them to interact with the website when help is needed by engaging in the "contact support" in the top right corner of the website. It allows you to message and communicate with a support assistant via live chat.

Recommendations (these are YOUR recommendations, provide assessment using the value mix)**Product**

When deciding how to spend their money, consumers will often compare one product/service to a competitor to determine which way to take their business. Given the business model of Etix, the company primarily provides a service. That service is the medium between consumers looking to purchase a ticket and those who are looking to distribute tickets to said event. The majority of business conducted on Etix is done through their website. We believe that if Etix revolutionized their user interface, customers and distributors would have their experience greatly improved. While the current website is functional, the front-end appears to be dated and surpassed by other ticket services such as SeatGeek or StubHub. We recommend that Etix updates their website to make for an easier and more fluid purchasing experience.

Price

Price is one of the biggest factors of whether or not a customer purchases a product. Customers will choose a business more often when they need to make a purchase if they believe they offer the best prices. That's why providing the customers a price guarantee could really benefit Etix. Although price matching could reduce the company's margins, it will increase customer loyalty as well as their market share. However, in the business of selling tickets, it could be hard sometimes to compare prices because different seats could have different values, but many events offer general admission tickets which typically have similar prices across different sites. Furthermore, usually seats on the same aisle also have similar prices. These are some ways Etix could utilize price matching to satisfy their customers.

Promotion

When it comes to Etix marketing they are known to focus on their current customers loyalty and gain consumer base through other opportunities and strategies rather than social media. While they are partnered with Rockhouse and are extremely successful with the promotion techniques they acquire currently, we think that if they utilized and take advantage of the different social media platforms to promote their company, they will seem positive result. Instagram has always been a popular platform and has been around for a while now and could bring in potential new consumers. Another social media platform that has grown tremendously in the last few years is TikTok. Finding new alternatives to reach out to consumers and inform them about the company through social media has become very common and beneficial in this society due to the extensive use of these platforms. Utilizing social media will not only educate potential consumers that plan to purchase tickets but can also bring in new partners and or venue clients.

Place

According to our contact, a critical weakness of Etix is that the organization is slow to adopt new technology or trends. Therefore, we recommend that Etix continue to expand into new territories. The organization already has a global presence through acquiring smaller businesses in other nations. Through expansion, the corporation can access new markets and increase profits. If a major market shift occurs and technology improves, Etix would be better insulated and could mitigate the severity of losses due to outdated technology.

It is vital to mention that expanding into new markets has various problems. The larger Etix becomes harder to coordinate activities across different countries. Etix could run into problems maintaining a consistent brand image due to potential variations across the nations. The organization could also run into issues regarding the costs associated with entering new markets.

Although coordination and costs are definite problems associated with our recommendation, we believe Etix is in a great position to carry out this strategy. Etix already has experience with acquisitions, so the organization has the experience and the expertise likely to accomplish our recommendation. Etix has a higher conversion rate than its competitors, so the company should be able to finance its entry into new markets.

Appendix (Supporting documentation)

Appendix A- Product/Service Demand Generation Programs (including Social Media)

Tweet regarding live event about marketing.



Appendix B- Samples of Marketing Communications

Tweet from venue promoting Etix.



Information Sources

Individuals

Aaron Bare
Chief Marketing Officer
Etix & Rockhouse Partners
909 Aviation Pkwy
Morrisville, NC, 27560
<https://hello.etix.com/>
Aaron.bare@etix.com
919-653-0532

Web Sites

Etix
<https://hello.etix.com/>
Used for information regarding service features, capabilities, description/step of the provided service, and program changes made.

Slintel
<https://www.slintel.com/tech/event-marketing-and-management/etix-market-share>
Used for information regarding Etix competitors.

Tickmaster
<https://www.ticketmaster.com/ticketing101>
Used for competition features and capabilities.

Datanyze
<https://www.datanyze.com/market-share/ticketing-systems--123/etix-market-share>
Used for the market share data

Globe News Wire
<https://www.globenewswire.com/en/news-release/2022/09/30/2525916/0/en/Online-Event-Ticketing-Market-Size-Shares-by-2028-Revenue-Cost-Analysis-Gross-Margins-Future-Investment-Segmentation-by-Types-Applications-Key-Players-Market-Dynamics.html>
Used for market share data

Statista
<https://www.statista.com/outlook/dmo/eservices/event-tickets/worldwide>
Used for data on sport event market trends

Straits Research

<https://straitsresearch.com/report/online-event-ticketing-market>

Used for data on music event market trends

SSRN

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2924146

Used for data on ticketing advancements