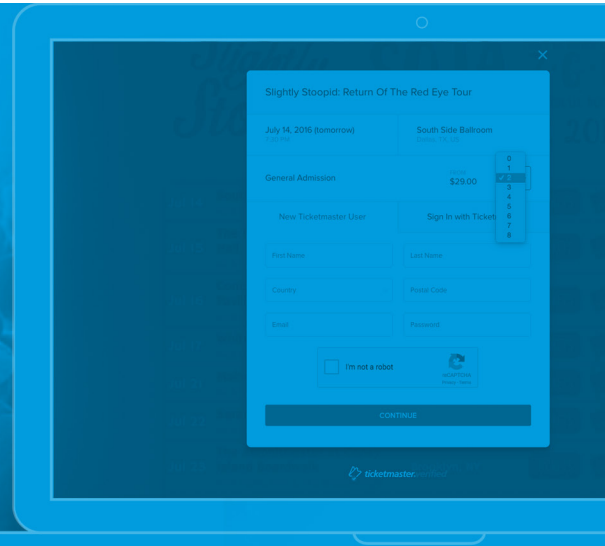## What is

TICKETMASTER UNIVERSAL CHECKOUT?

Increase conversion and let fans check out faster. Ticketmaster Universal Checkout converts your website's standard Ticketmaster links into a seamless pop-up window, so fans transact directly on your site—improving load time and reducing clicks in the purchase flow.

Key Benefits

Increase conversion
Cart abandonment dramatically dips when buyers can transact more quickly.

Create happier buyers
A fast and frictionless discovery-to-purchase flow enhances brand loyalty (and keeps fans coming back).

Boost SEO
Search engines rank sites higher when fans visit longer. With Universal checkout, fans stay on your site for the entire purchase.

Integrate with ease
Embed a single line of code on your website—that's all it takes. The code "auto-detects" compatible events to serve an instant, direct purchase experience.

How it works

The easy-to-install widget encourages more immediate sales and better SEO while keeping fans more engaged.

Click button on your site to purchase ticket

A purchase pop-up lets fans buy without leaving your site