

# Event Ticketing

Create Event Tickets Video - view it on PXLCLD

<https://www.facebook.com/pxlcld/IgWD>

Purchase Tickets Video - view it on PXLCLD

<https://www.facebook.com/pxlcld/IgWF>



# U S M a r k e t

\$ 1 0 - \$ 1 5 B n

G e n e r a l A d m i s s i o n T i c k e t S a l e s A n n u a l l y

\$ 2 5 B n

O n l i n e D o n a t i o n s



Tickets are the most social  
purchase experience

Who am I going with?  
Event Details  
Price

1 FB Share = \$4.15

2.2 Tickets Per Purchase





Tickets are critical to a growing  
segment of event creators

3M personal events per month  
1.4M page events per month

**24%**

page events use the ticket input field

6M People click these links a month

+ 10M people click other links to top ticket sites from shares  
etc.

# B e n e f i t s

N a t u r a l   s t e p   f o r   c o m m e r c e

B u i l d i n g   o n   P u r c h a s e   B e h a v i o r  
w i t h   F B   @   S c a l e

E v e n t   C r e a t o r   U t i l i t y



Fillmore  
Edit Profile

#### MY EVENTS

29 Upcoming

Past

Create

#### THIS WEEK

Imagine Dragons  
Today

Test  
Today

Imagine Dragons  
Today at 8:00pm

Imagine Dragons  
Today at 8:00pm

Imagine Dragons  
Tomorrow

Imagine Dragons  
Tomorrow at 8:00pm



Public · Add a Category? · Hosted by Fillmore

Hosting ▾

Edit



Today · Add a Time?

Happening Now · 65°F Partly Cloudy



Fillmore

35 Oakwood St, San Francisco, California 94110

Show Map

One Night Only!

#### POSTS



Write Post



Add Photo / Video



Ask Question

Write something...



Fillmore updated the event photo in Imagine Dragons.

34 mins



#### PROMOTE THIS EVENT

Let more people know about your event.

Imagine Dragons

One Night Only!



Join · 0 people are going

Promote

#### GUESTS

0

going

0

maybe

0

invited

#### SUGGESTED EVENTS



San Jose, CA - Enrique Pitbul...

Tue, Oct 14 at SAP Center

378 guests



THRASH THE APPLETON

Thu, Jun 12 at Appleton Grill



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## Facebook Promoter Program

# Want to sell more tickets?

We love your event. We'll run ads to sell your remaining tickets and the only cost to you is 30% of the face value of each ticket we sell.

### Select Tickets for Promotion

General Admission

nonrefundable



VIP Tickets

nonrefundable



No, Thanks

Start



Write Post



Add Photo / Video



Ask Question

Write something...



Fillmore updated the event photo in Imagine Dragons.

38 mins

#### GUESTS

0

going

0

maybe

0

invited

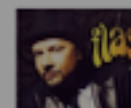
#### SUGGESTED EVENTS



RUE '66 \* LOS SHIMMY SHA...

Saturday at The Knockout

83 guests



Flashback w/ Louie Vega - FR...

Fri, Jun 20 at Mighty

56 guests

# Conservative Year One

24MM  
events per year **X** 5% Ticketed **X** 35 avg attendees = 42M Tickets

89% \* 42M  
42M Tickets - Free Tickets = 4.6M Purchased Tickets

20% Incremental Tickets  
Incremental Ad Ticket Sales **X** 30% CPA = \$17.9M Ad Revenue

500K  
Donation Events **X** 12 Avg Donations = 6M Donations

# MVP Ask

Free, Paid, Donation Tickets  
Ad Unit - Buy on Facebook  
Launch H2

4 Engineers for 3 Months

# APPENDIX

# Event Creator Utility

Imagine Dragons @ The Fillmore

I'm running a 5k to fight cancer

F8, BlizzCon, Ruby Conf

SXSW Afterparty

Hamlet @ Beaujolais Theater

Presidio 10K

Crossfit North American Finals



# EventBrite

\$1Bn 2013

60% Yr/Yr

Primary Traffic is  
Facebook