

# Mobile Ticketing Return On Investment Analysis



Managing cash is expensive - from purchasing and managing hardware to the operational support needed to collect cash. With smartphone adoption on the rise, mobile ticketing is a great cost effective, quick to implement solution that will improve your fare collection operations, make your riders happier, and allow you to gain valuable data and insights. This report aims to be an aid to your and your team to better evaluate the transition to a mobile ticketing solution.

## Manatee County Area Transit

Ridership (NTD 2017): **1,747,975**

Fare Revenues Earned (NTD 2017): **\$1,250,090**



**USD \$131,379**

Expected Annual Time Savings



**USD 114,503**

Return on Investment (\$111,168 NPV)



**20% Cost Savings**

as a Percentage  
(Cash Collection vs. Mobile Ticketing)



**USD \$5,625**

Expected Annual Processing /  
Handling Savings



**902 hours**

Expected Annual Validation Time Savings



**2 months**

Time to Breakeven in Months

\* Please note this Return on Investment Analysis is a projection. Calculations are based upon primary research and reported figures from the National Transit Database. Individual results may vary.



# Better Trips for Better Cities

**We continuously explore new innovations to make the experience of taking transit—from planning to payment—feel inviting, simple, and instantaneous.**

White-labeled for transit agencies, the moovel mobility app offers riders a seamless experience as they get around their city paying for and boarding transit trips quickly and conveniently. Easy. Simple. All-in-one.

The moovel mobility app supports transit agencies as they grow to manage a wide range of transportation options within cities, expanding access, improving the user experience and ultimately increasing ridership.

Through the adoption of a mobile ticketing solution, agencies like yours are increasing ridership and acquiring a more comprehensive understanding of the rider experience. This is created through a partnership with you and moovel, focusing on utility and delighting riders.

Our vision is a planet without traffic jams. Join us in making this dream a reality.



# Why Go Mobile?

**80%**

**Reduction in check-in cost**  
for Air Canada with mobile channels<sup>1</sup>

**5.5B**

**Of people**  
would rather take their smartphone to work than their lunch<sup>2</sup>

**66%**

**Smartphones devices**  
expected by 2022<sup>3</sup>

## Amplifying Ridership

### Best Practices

#### Performance Marketing

Unlock in-app revenue and directly correlate it to the impact of your messaging and ads across multiple digital channels. Gain valuable insights, and increase ROI and app-based conversions.

#### Out of Home Advertising

Increase visibility, engagement, and ridership via your out-of-home ad real estate and measure the impact against your user's movement and actions within your mobile app.

#### Mobility Benefit Solutions

Help employers differentiate themselves with tools to provide employees with greater choice of how they commute through moovel's FareShare solution.



# Let's Start Innovating!

Whether it is a product demonstration or helping you evaluate current technological gaps, our team is here to be a resource for your mobile evolution.

**Connect with us at:**



[biz@moovel.com](mailto:biz@moovel.com)



[na.moovel.com/connect](https://na.moovel.com/connect)



Schedule a demo  
[na.moovel.com/demo](https://na.moovel.com/demo)

---

## References

1. [http://www-01.ibm.com/software/ucd/gallery/aircanada\\_services\\_ravereviews.html](http://www-01.ibm.com/software/ucd/gallery/aircanada_services_ravereviews.html)
2. [https://www.warc.com/NewsAndOpinion/News/5.5bn\\_people\\_will\\_use\\_mobile\\_devices\\_by\\_2022/39021](https://www.warc.com/NewsAndOpinion/News/5.5bn_people_will_use_mobile_devices_by_2022/39021)
3. <http://www.innovation-avenue.com/2012/08/time-as-in-the-magazine.html>
4. National Transit Database 2017 Metrics
5. National Transit Database 2016 National Transit Summary and Trends