

# Purchasing and Browsing Behavior Across Devices



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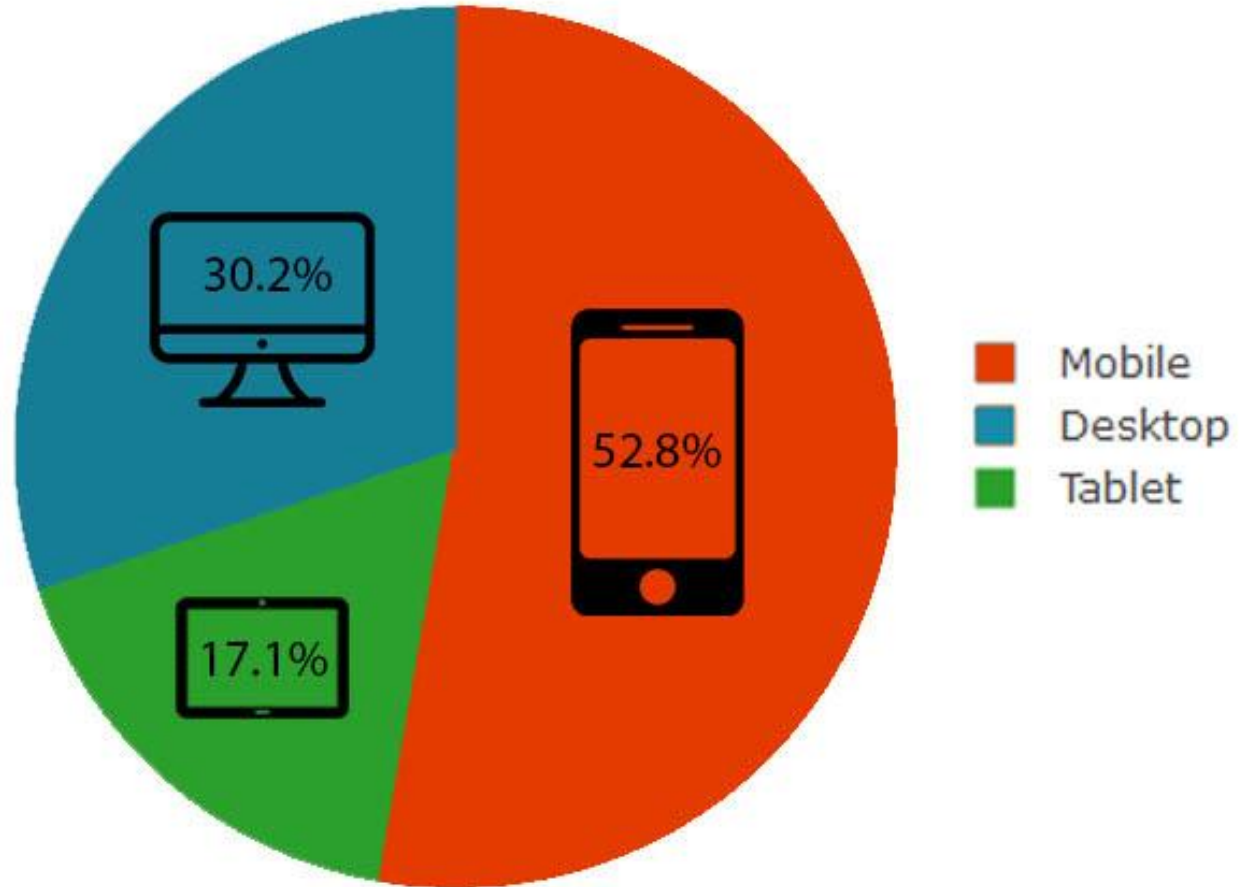
# Overview

- Intentions
  - Analyze the effect of device on browsing and purchasing behavior.
- Analysis
  - Overall browsing behavior per device type
  - A map of inflow source flow to device type
  - Annual purchase trends by device
  - Purchasing behavior prior to event over time

# Hits and Sessions - Understanding Browsing Data

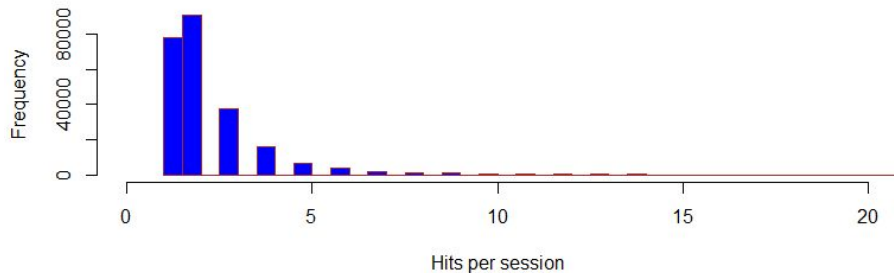
- One hit is one click.
- A session is a single browsing period. One session may contain many clicks.
- Key point: Sessions are an important unit of measurement for assessing use patterns. Total hits per session is an important unit for measuring user engagement.

# Distribution of Sessions Across Devices

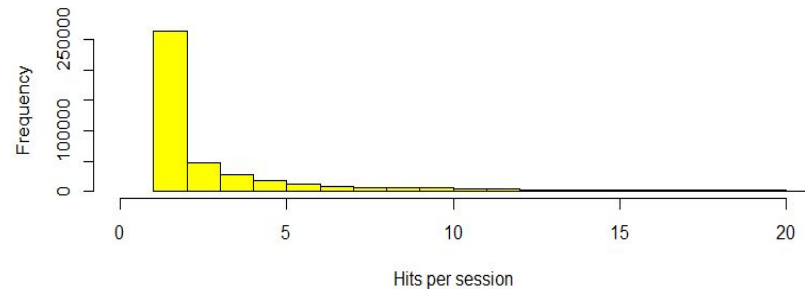


# Hit Count vs. Device

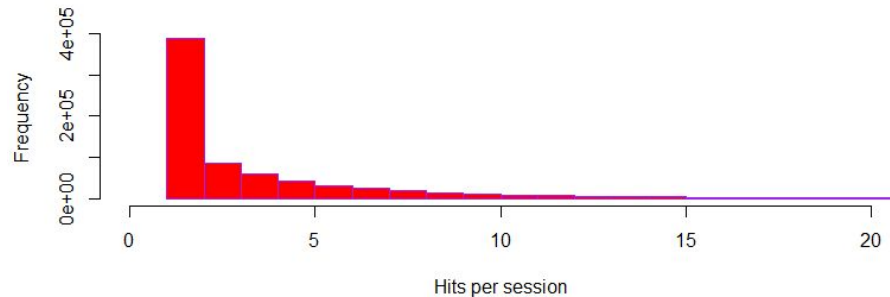
Hit Count on Tablet Sessions



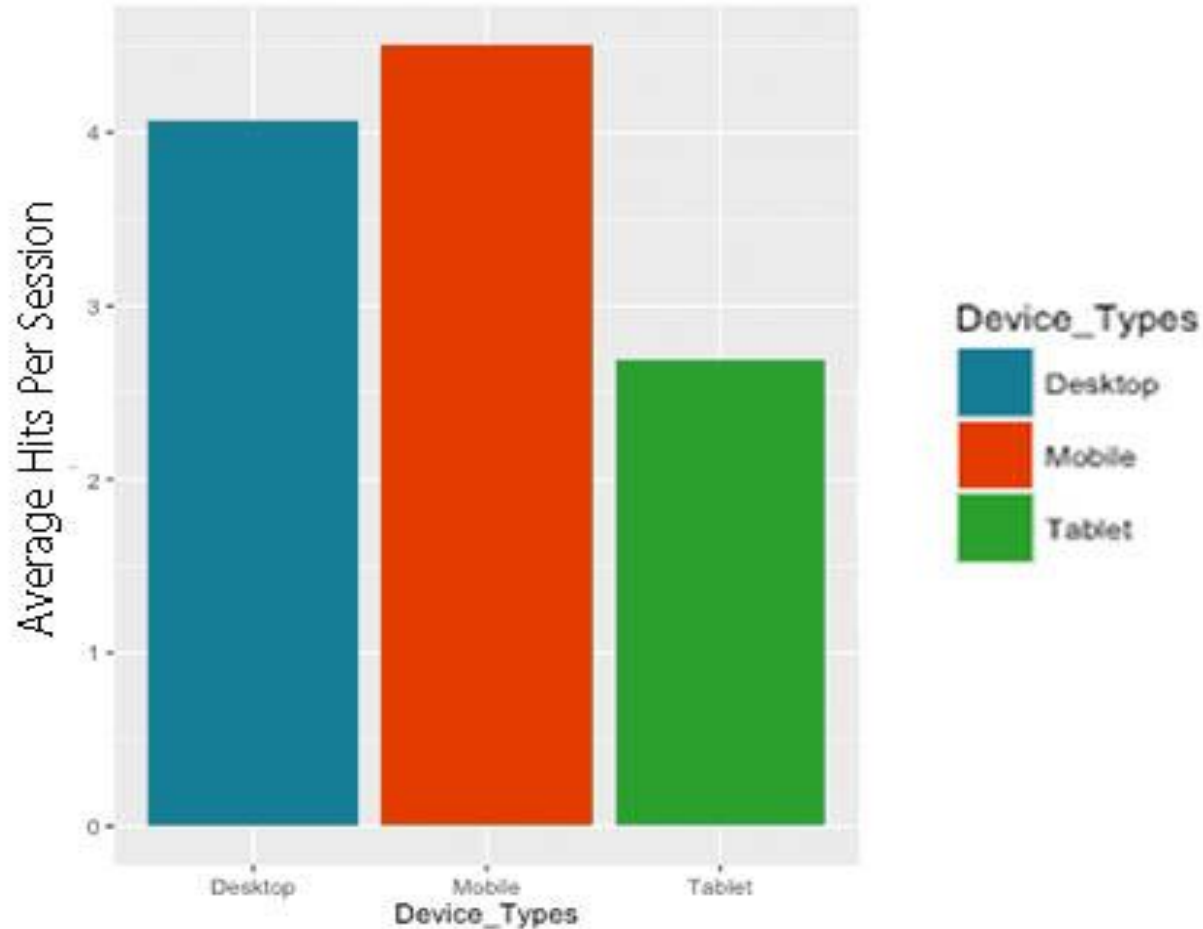
Hit Count on Desktop Sessions



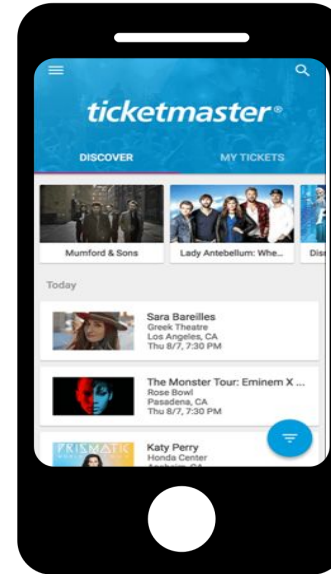
Hit Count on Mobile Sessions



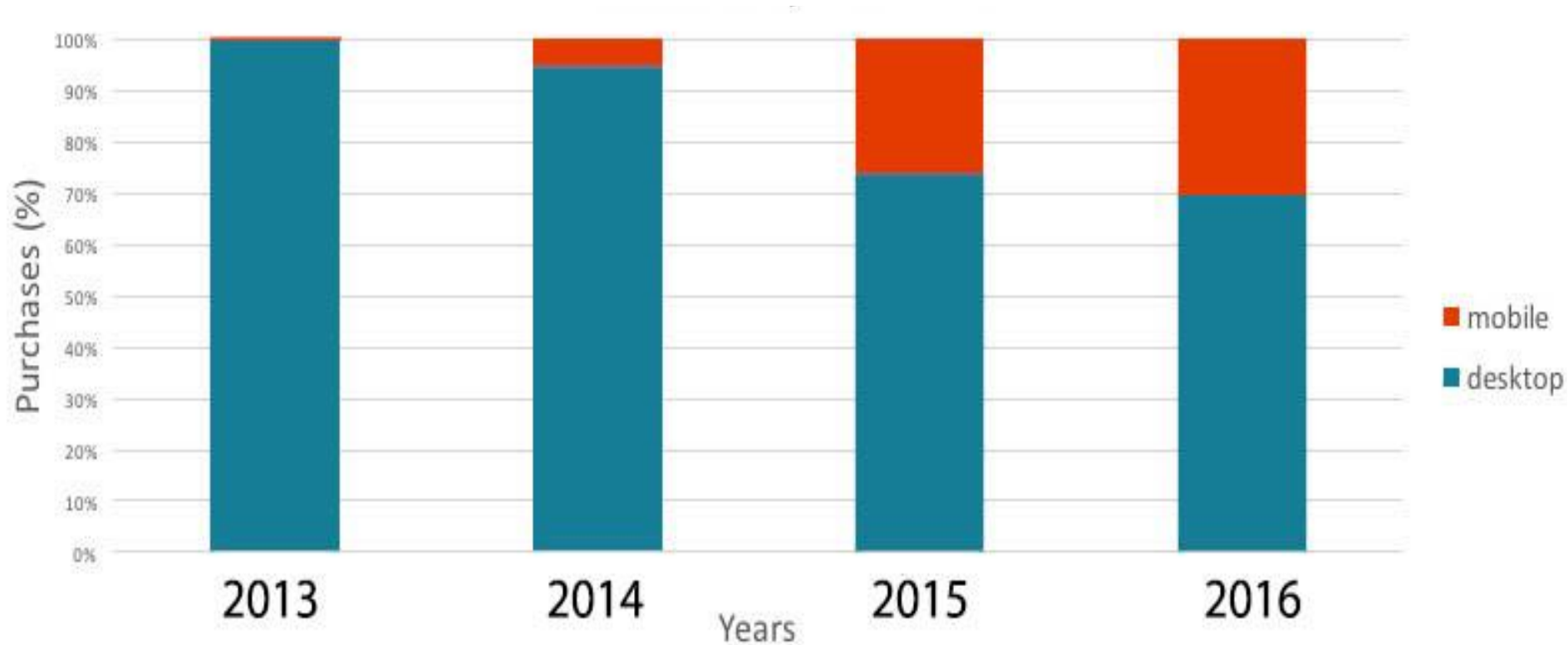
# Average hits per session vs. Devices



# Ticketing Experience in Desktop vs Mobile

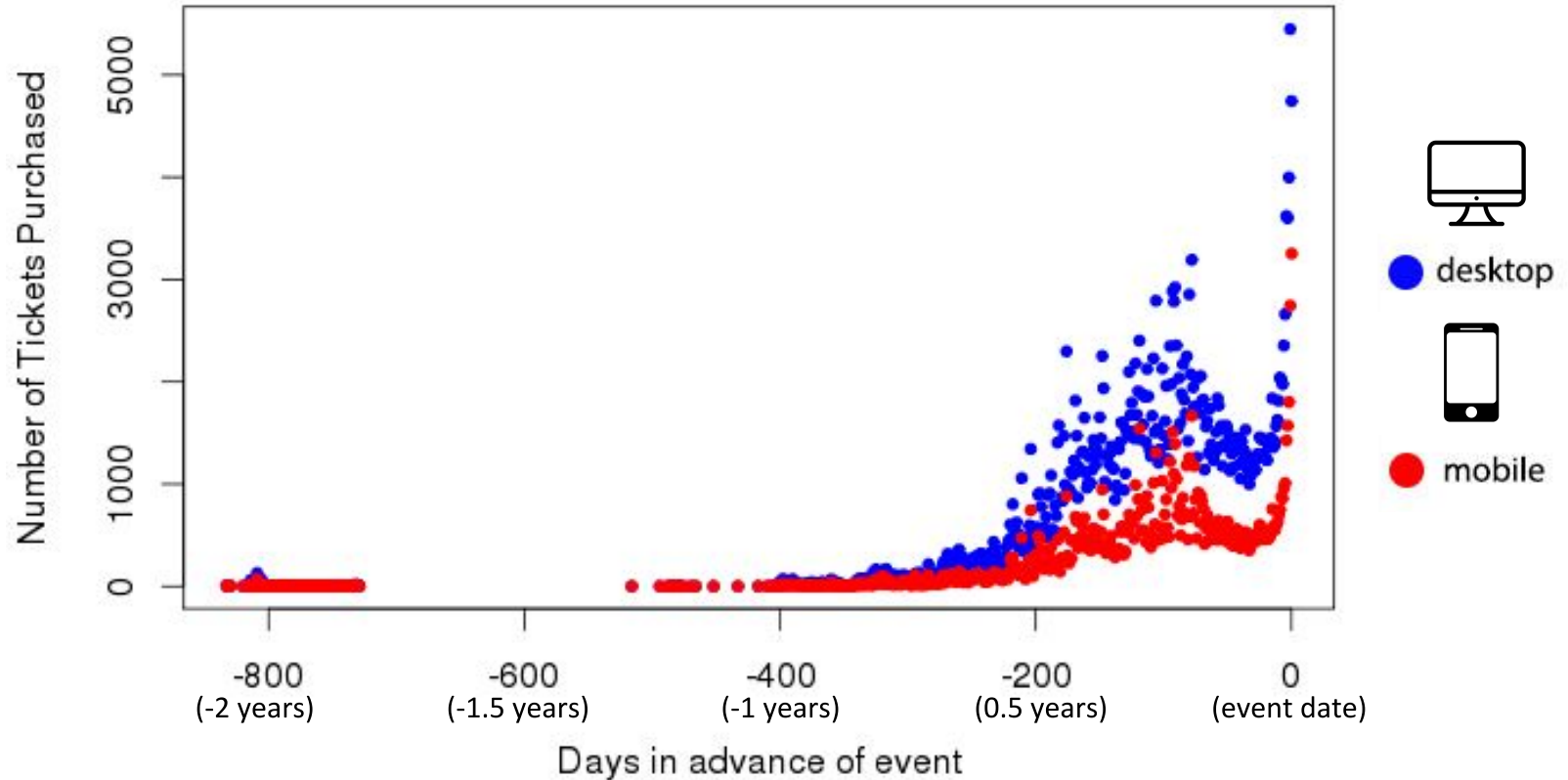


# Annual Purchase Trend by Device (2013-2016)

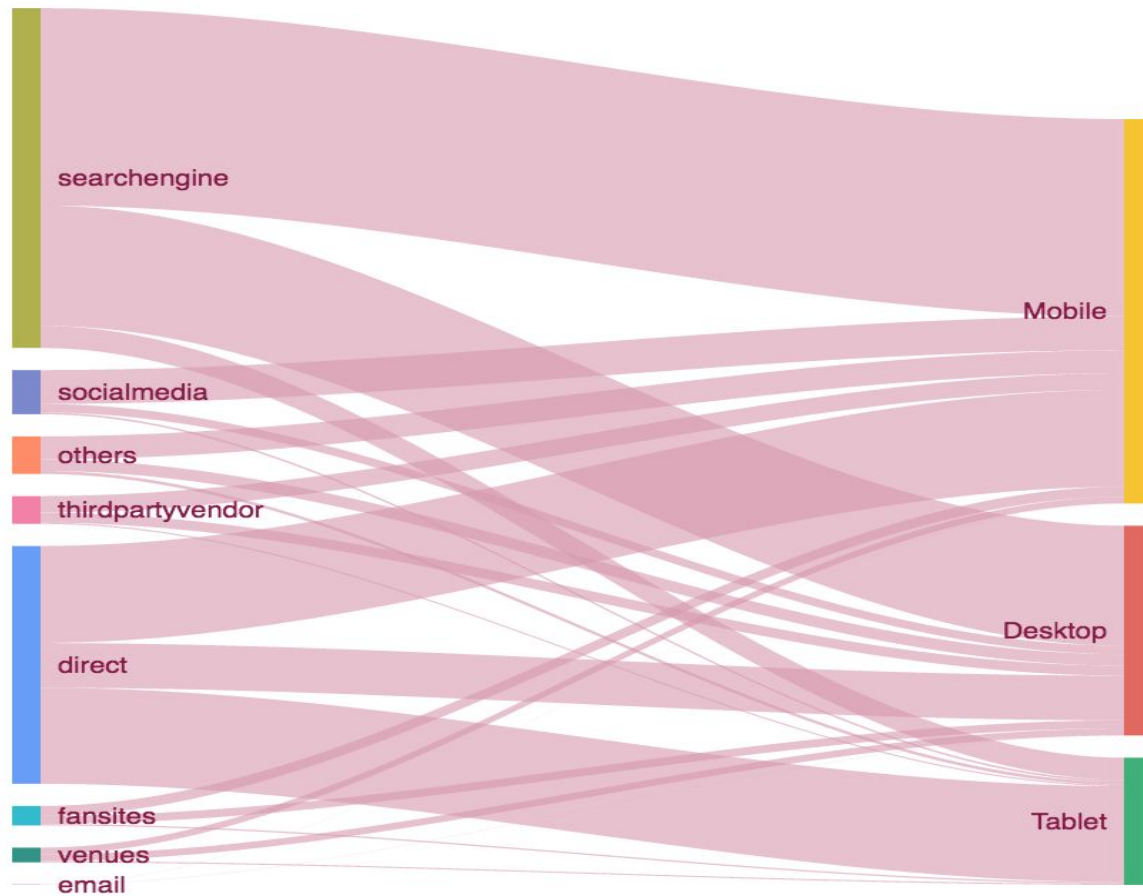




# Purchase Pattern over Time: Mobile vs Desktop (2015-2016)



# Source Flow to Device



# Suggestions to increase mobile buyers

## 1) Mobile transaction environment

### Stubhub (competitor)

San Diego Padres at Colorado Rockies Tickets (Nola...  
Sun, Apr 10 at 2:10 pm

The Stubhub mobile app interface shows a baseball field image and a seating chart. Below the image, there are tabs for 'Lowest price', 'Best value', and 'Best seats'. The 'Best value' tab is selected. The interface displays '2 tickets' and 'Instant Download'. A table shows 'Infield Box 139' for '11' tickets at '\$73.00 /ea'. Below the table, there is a 'How many tickets?' input field and a 'Checkout' button.

Section	Row	Price	Value
Infield Box 139	11	\$73.00 /ea	

How many tickets? x Qty

Checkout

### Ticketmaster

Verizon 1:31 AM  
ticketmaster.com

Search Artist, Team, or Venue

United States

verifiedtickets My Account Help

All Tickets > Music Tickets > Country & Folk > Carrie Underwood > Oct 25, 2016 07:00 PM

Carrie Underwood: The Storyteller Tour  
★★★★★ (10191)  
Madison Square Garden, New York, NY  
Tue, Oct 25, 2016 07:00 PM  
Details: Carrie Underwood  
Onsale Times | Price Range | Ticket Limits

Find Seats for Me

QTY: 2 Ticket Type: Standard Admission Price & Section: Best Available Search Again

Got an Offer Code?

Additional fees are applied at Checkout. Per order delivery and/or processing fees are added when applicable.

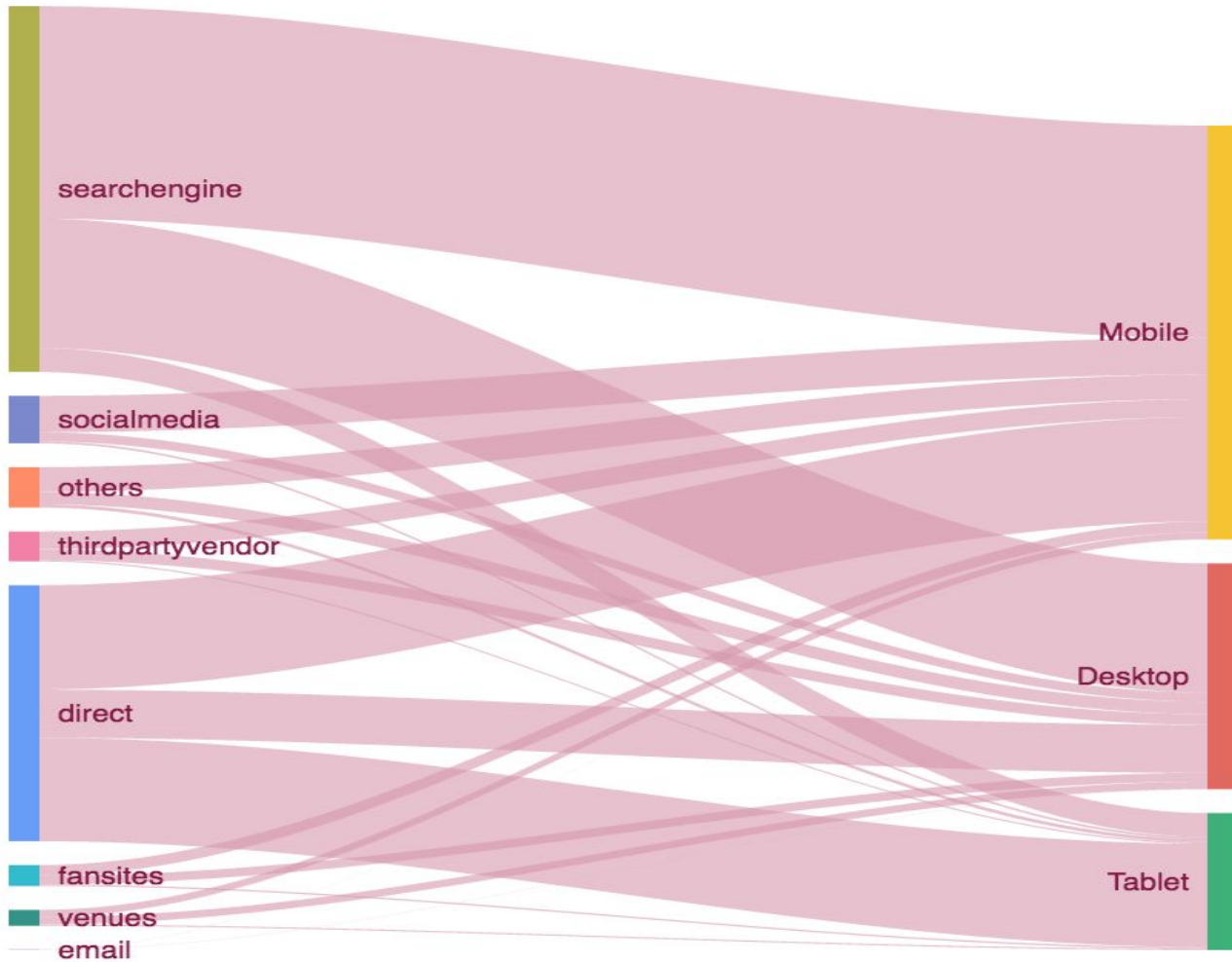
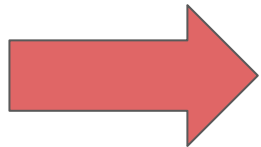
The Gold Package  
THE GOLD PACKAGE includes an Excellent Top Price Reserved Ticket in the Lower Level, an Exclusive Limited Edition Carrie Underwood Tour Poster, an Exclusive Carrie Underwood VIP Gift (Created Exclusively for VIP Package Purchasers), and a Commemorative Carrie Underwood VIP Tour Laminated and Matching Lanyard.  
From US \$150.00

The Gold Package  
The Silver (Early Entry) Package  
More tickets from venue

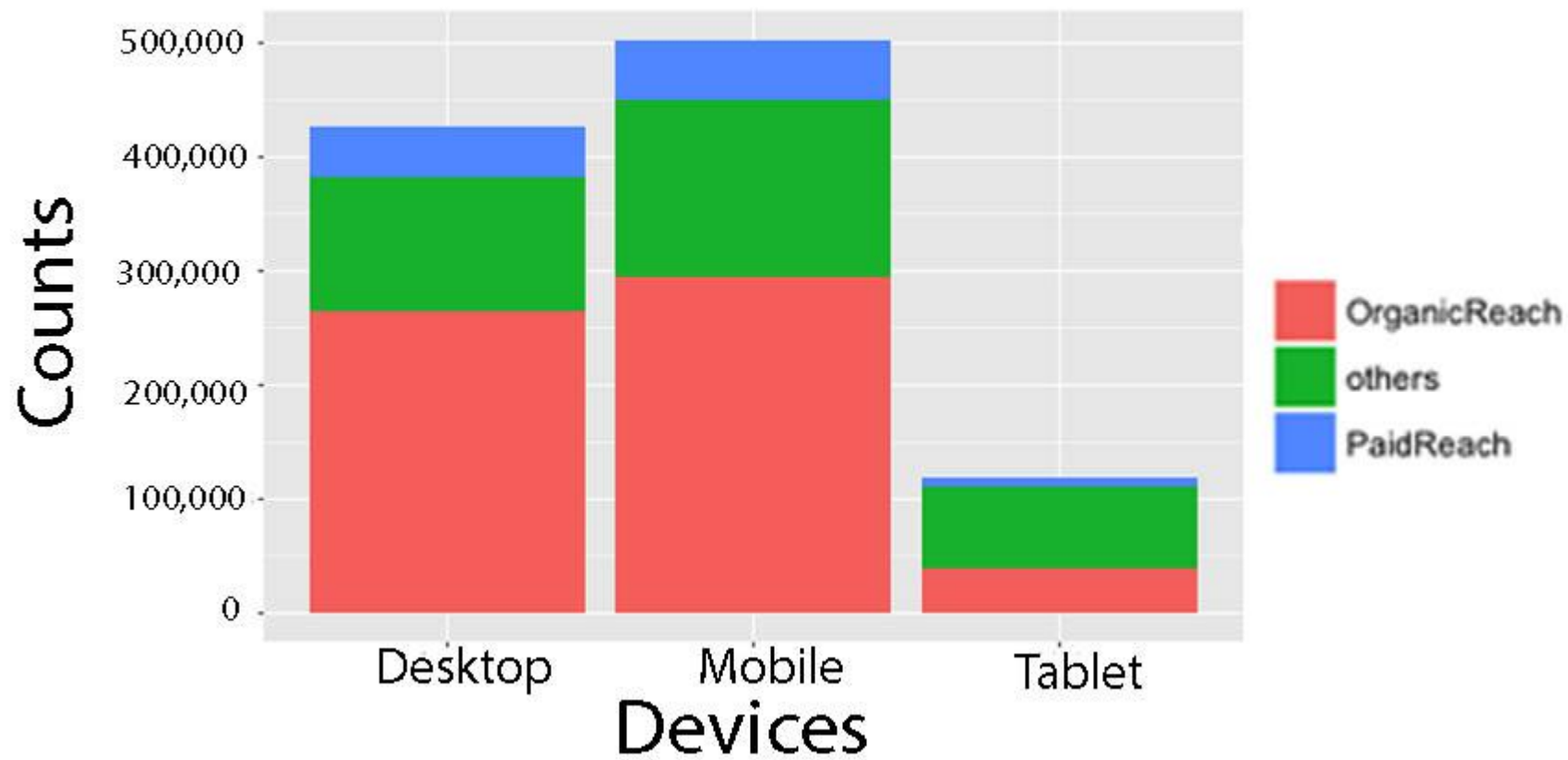
PLEASE SELECT A SEAT MAP  
Westminster Kennel Club Dog Show

Madison Square Garden  
7th Ave & 32nd Street, New York, NY 10001  
Directions | Parking | See All Events at this Venue

Seating charts reflect the general layout for the venue at this time. For some events, the layout and specific seat locations may vary without notice.

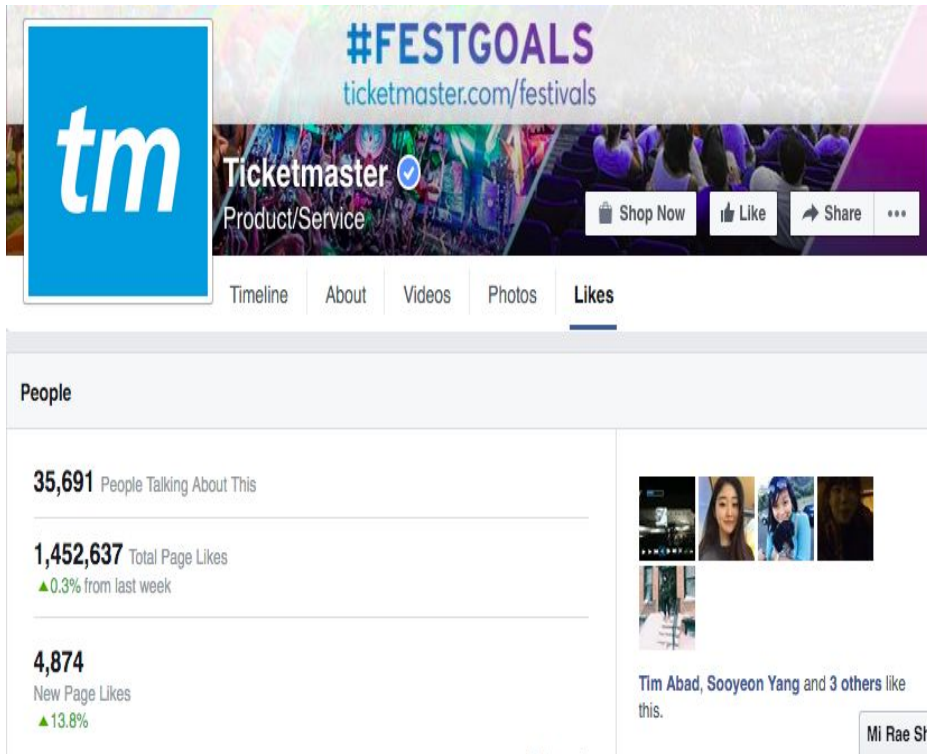


## Organic Reach or Paid Reach ?



## 2) Ticketmaster's Social Media Interaction

### Official Facebook Page



The screenshot shows the Facebook profile of Ticketmaster. The cover photo features the #FESTGOALS hashtag and the website ticketmaster.com/festivals. The profile picture is the Ticketmaster 'tm' logo. The page is categorized as 'Product/Service'. Navigation tabs include Timeline, About, Videos, Photos, and Likes. The 'Likes' tab is selected, showing a list of people who liked the page, including Tim Abad, Sooyeon Yang, and Mi Rae Shi. Engagement statistics are displayed on the left: 35,691 people talking about this, 1,452,637 total page likes (up 0.3% from last week), and 4,874 new page likes (up 13.8%).

**#FESTGOALS**  
ticketmaster.com/festivals

**tm**  
Ticketmaster  
Product/Service

Shop Now Like Share ...

Timeline About Videos Photos Likes

**People**

35,691 People Talking About This

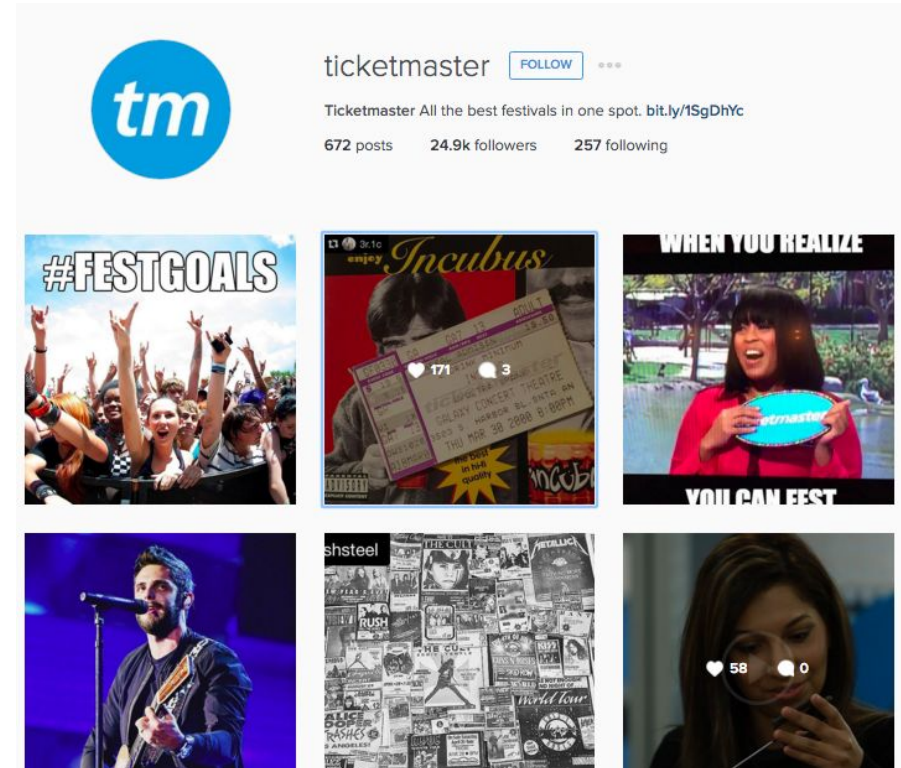
1,452,637 Total Page Likes  
▲0.3% from last week

4,874 New Page Likes  
▲13.8%

Tim Abad, Sooyeon Yang and 3 others like this.

Mi Rae Shi

### Official Instagram Account



The screenshot shows the Instagram profile of Ticketmaster. The profile picture is the 'tm' logo. The bio reads: 'Ticketmaster All the best festivals in one spot. bit.ly/1SgDhYc'. The page shows 672 posts, 24.9k followers, and 257 following. A grid of six posts is visible, including festival photos, concert tickets for Incubus, and a meme about realizing you can go to festivals.

**tm**

ticketmaster FOLLOW ...

Ticketmaster All the best festivals in one spot. [bit.ly/1SgDhYc](https://bit.ly/1SgDhYc)

672 posts 24.9k followers 257 following

#FESTGOALS

enjoy *Incubus*

WHEN YOU REALIZE YOU CAN FEST

shsteel