Purchasing and Browsing Behavior Across Devices

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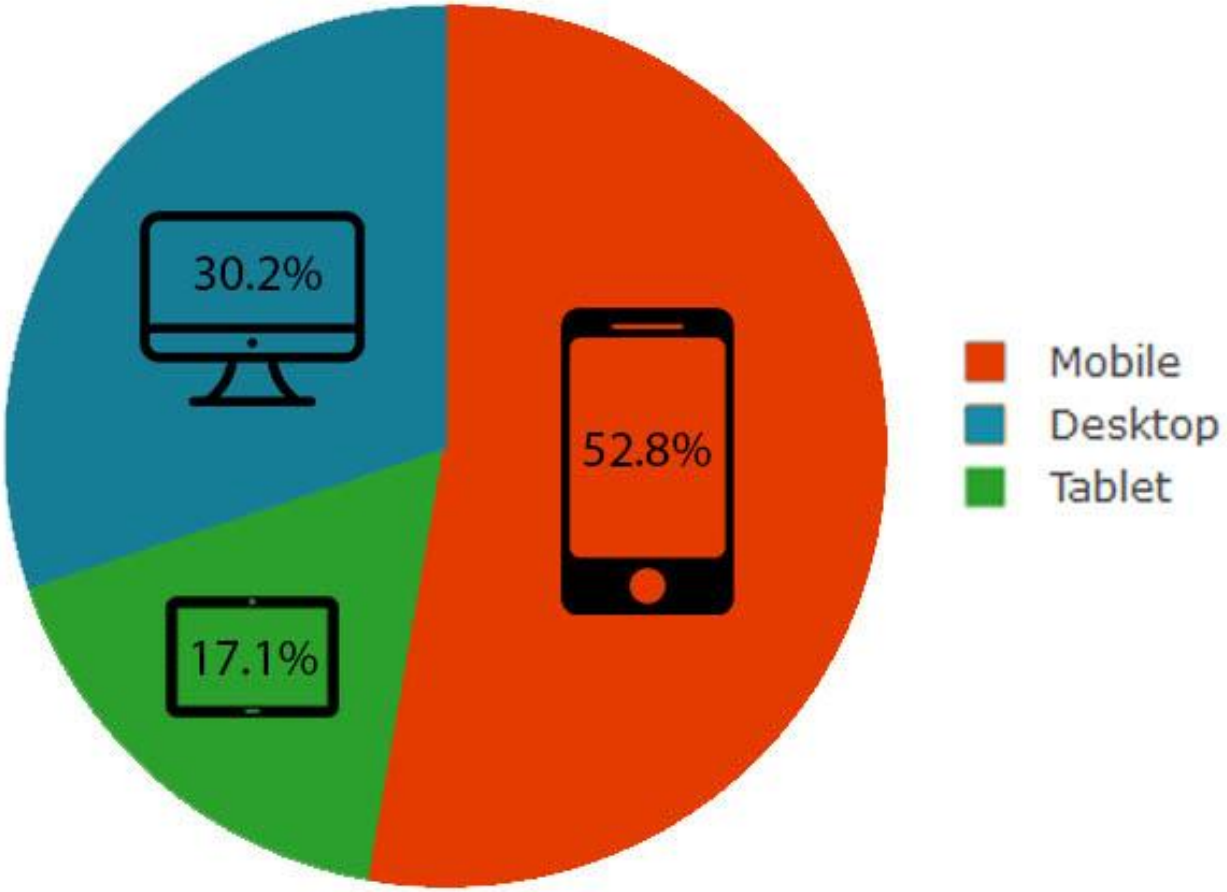
Overview

- 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

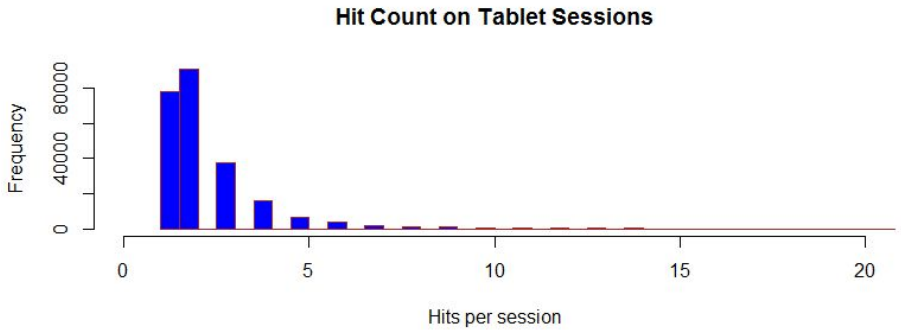
Hits and Sessions - Understanding Browsing Data

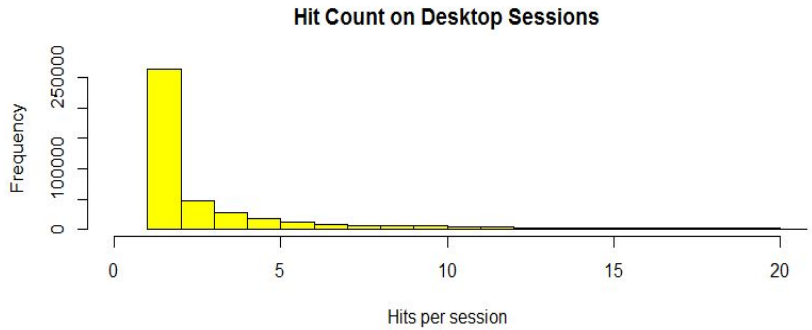
- One hit is one click.
- A session is a single browsing period. One session may contain many clicks.
- Key point: Sessions are an important unit of measurement for assessing use patterns. Total hits per session is an important unit for measuring user engagement.

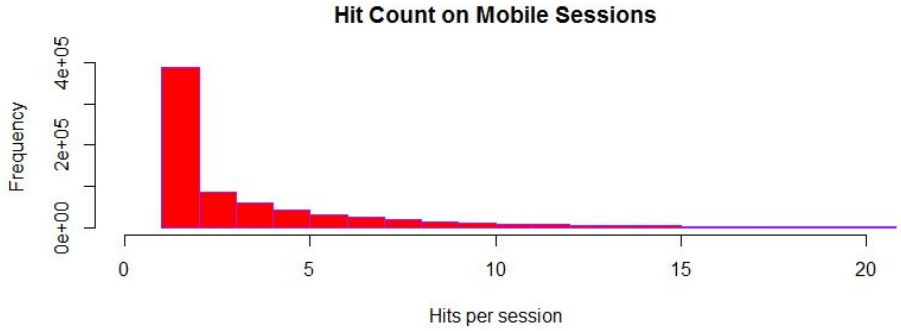
Distribution of Sessions Across Devices



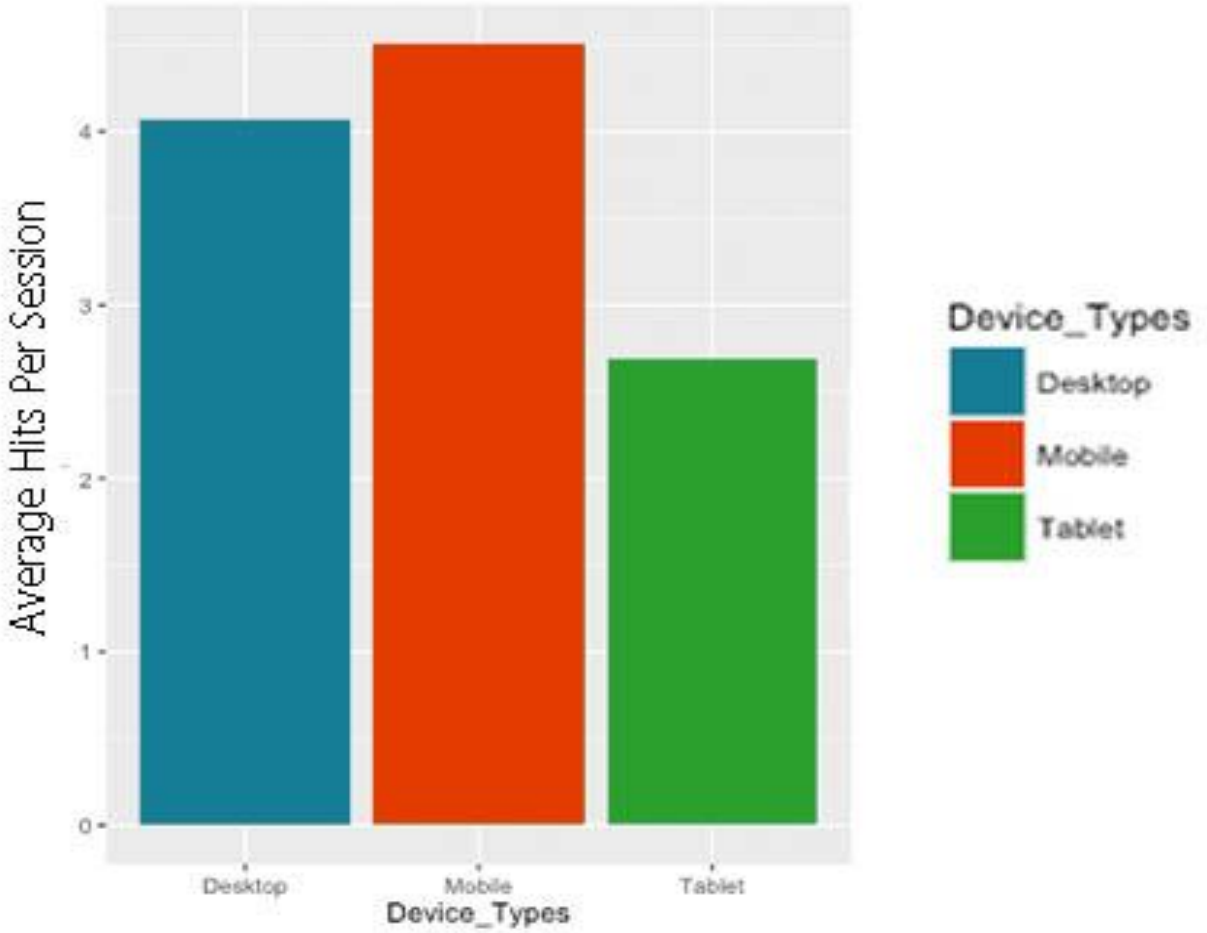
Hit Count vs. Device



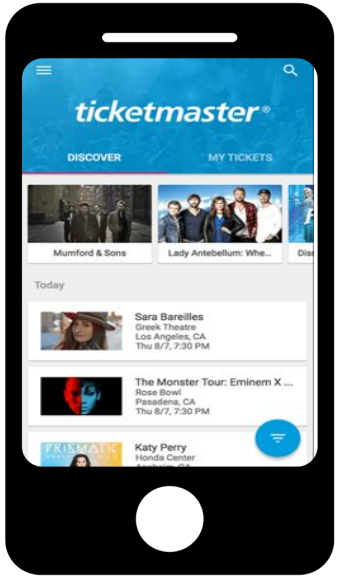




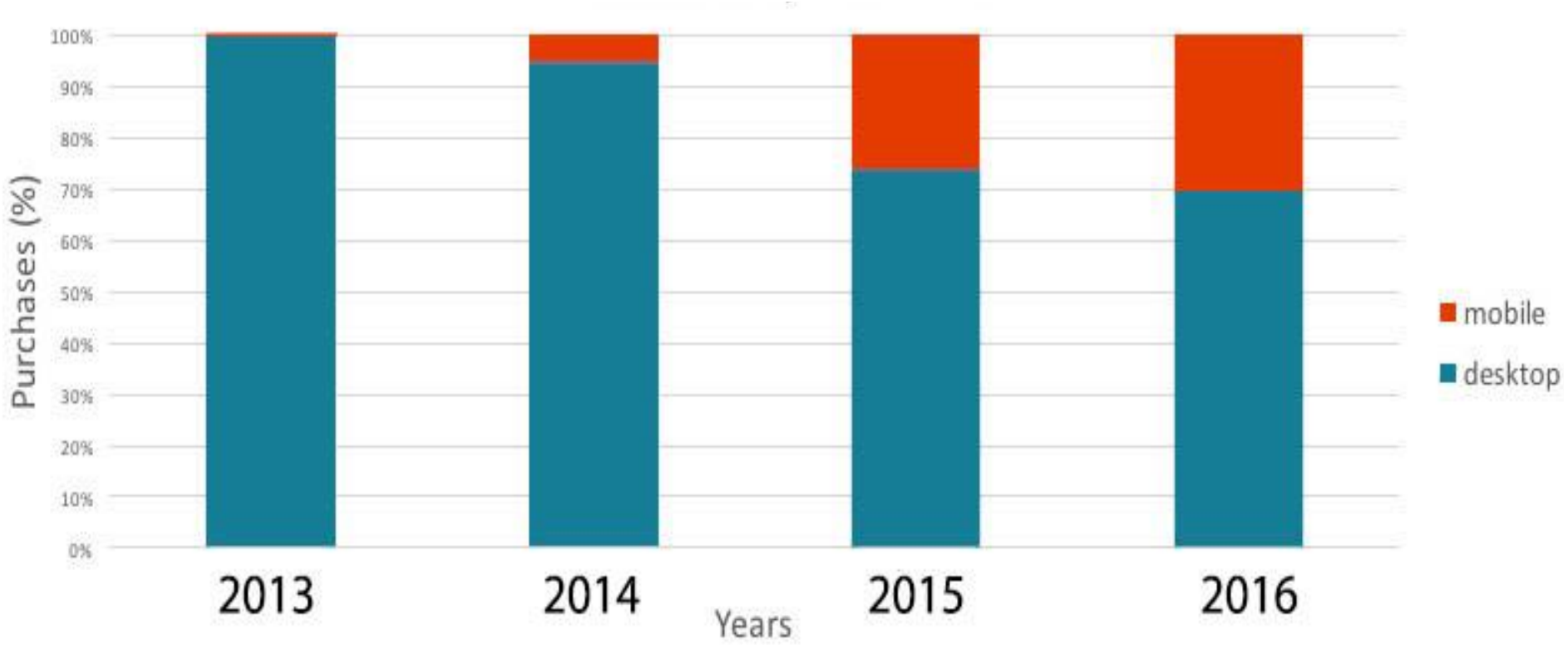
Average hits per session vs. Devices



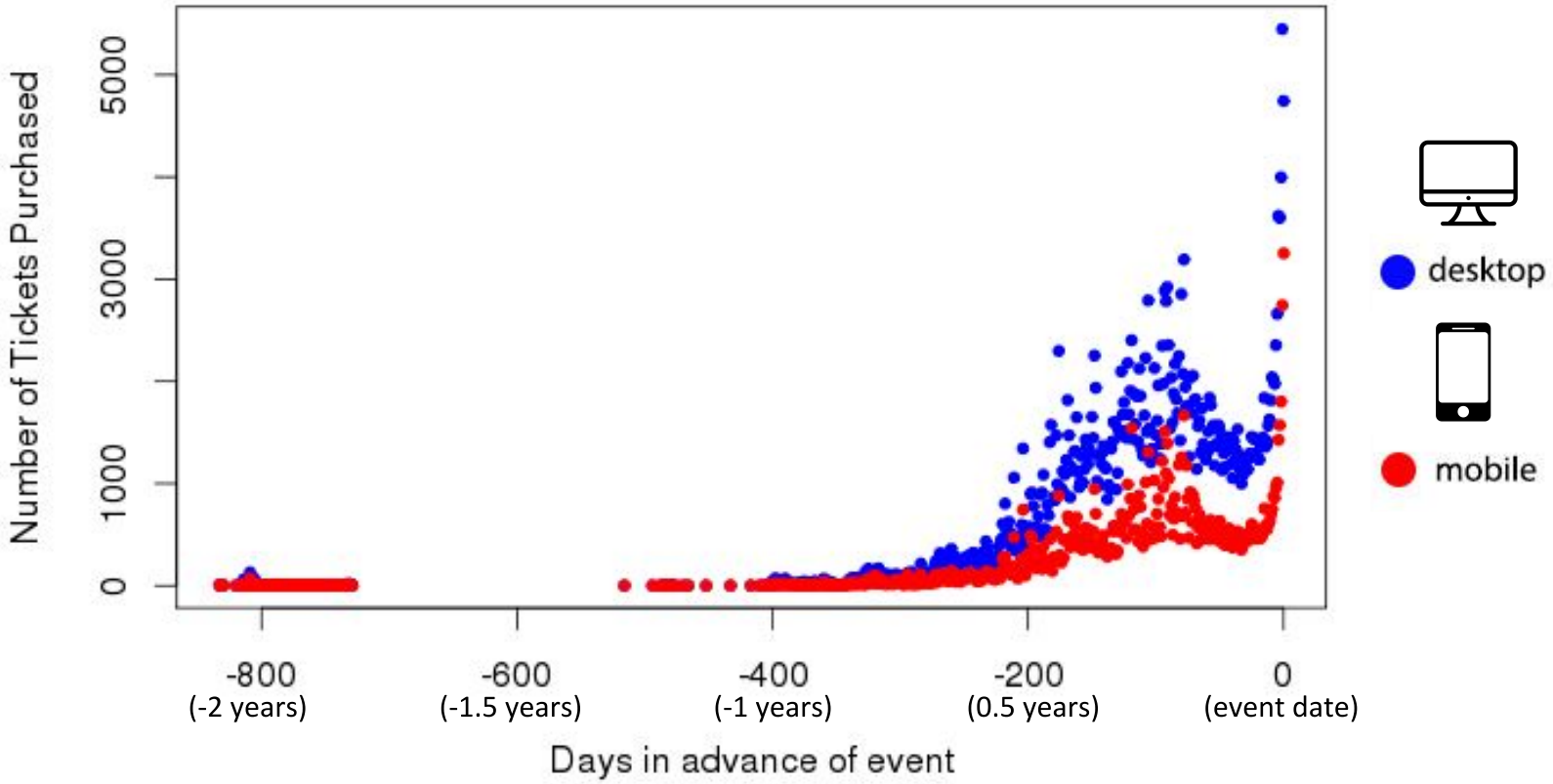
Ticketing Experience in Desktop vs Mobile



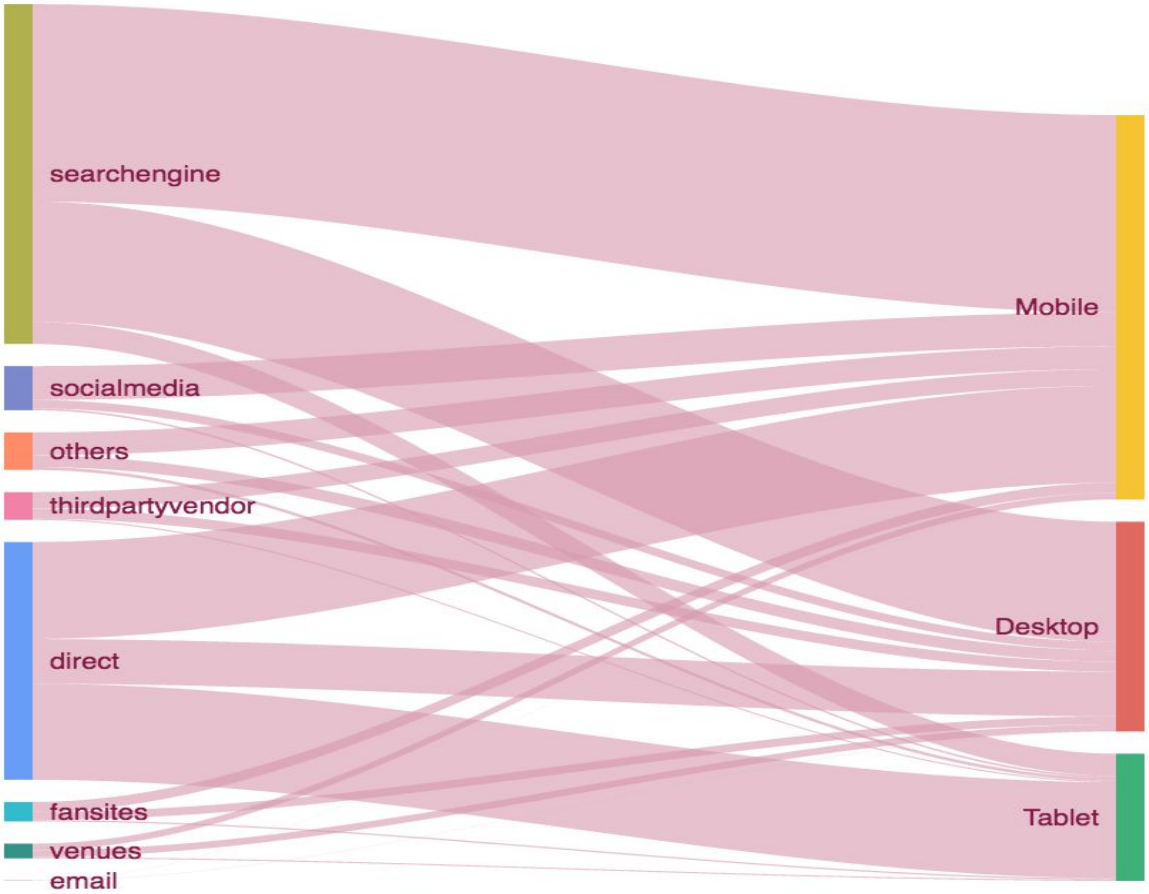
Annual Purchase Trend by Device (2013-2016)



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

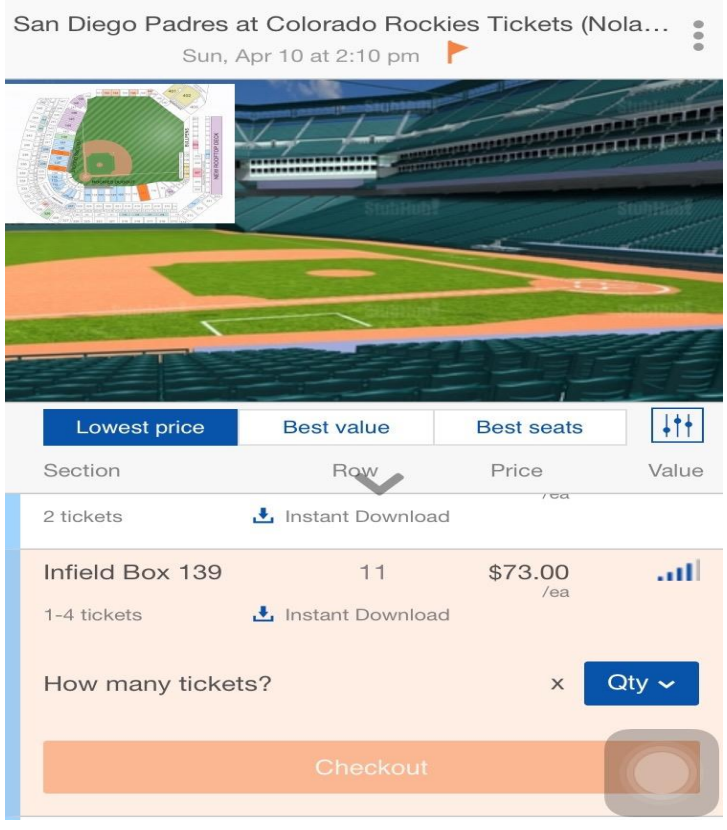


Source Flow to Device

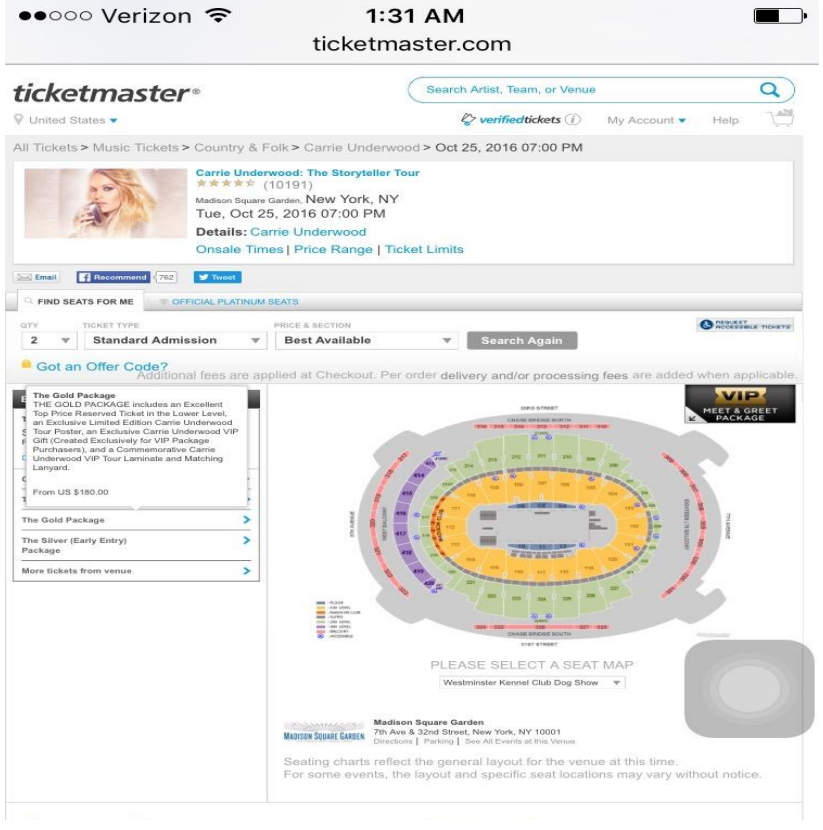


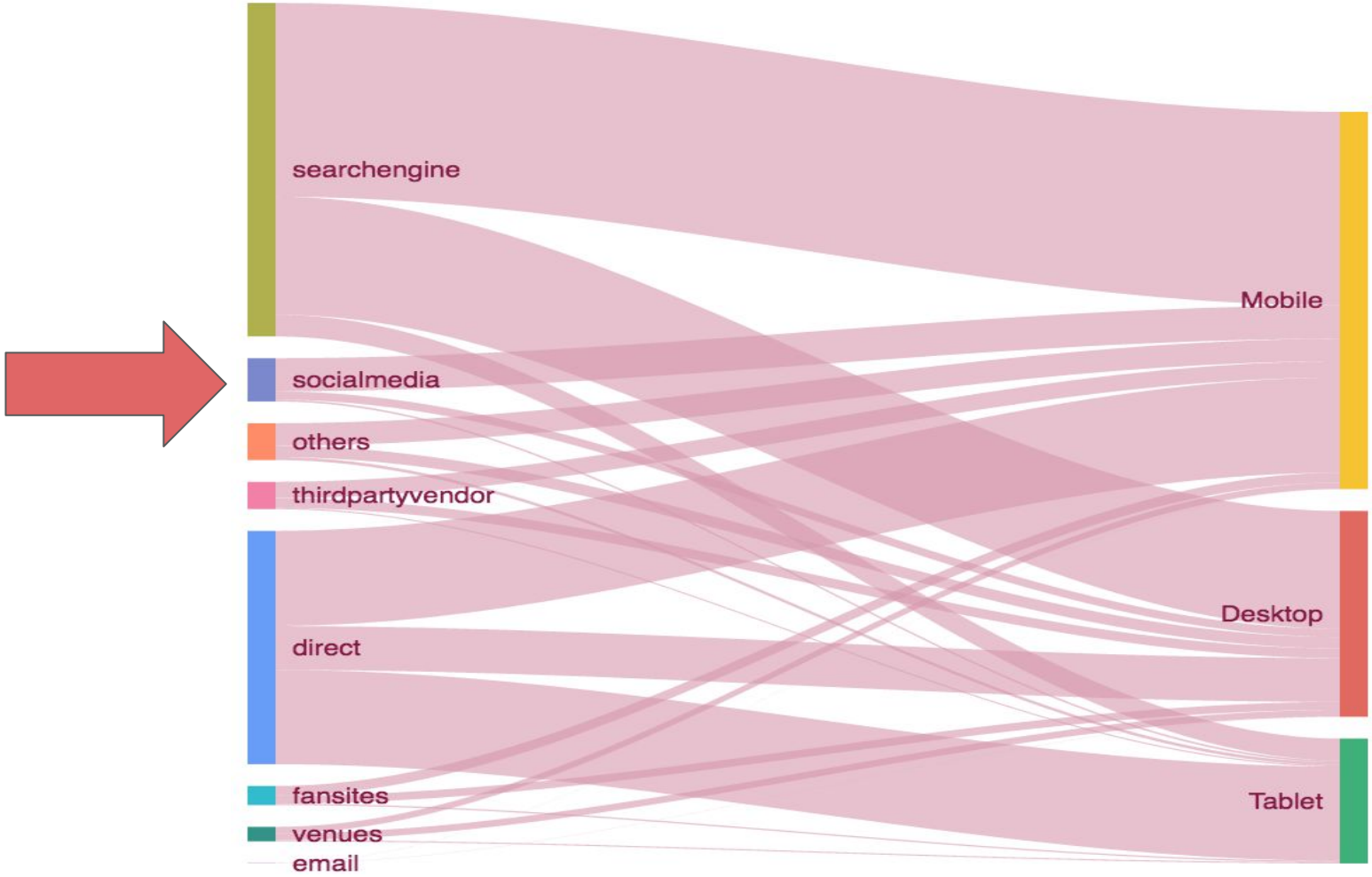
Suggestions to increase mobile buyers
1) Mobile transaction environment

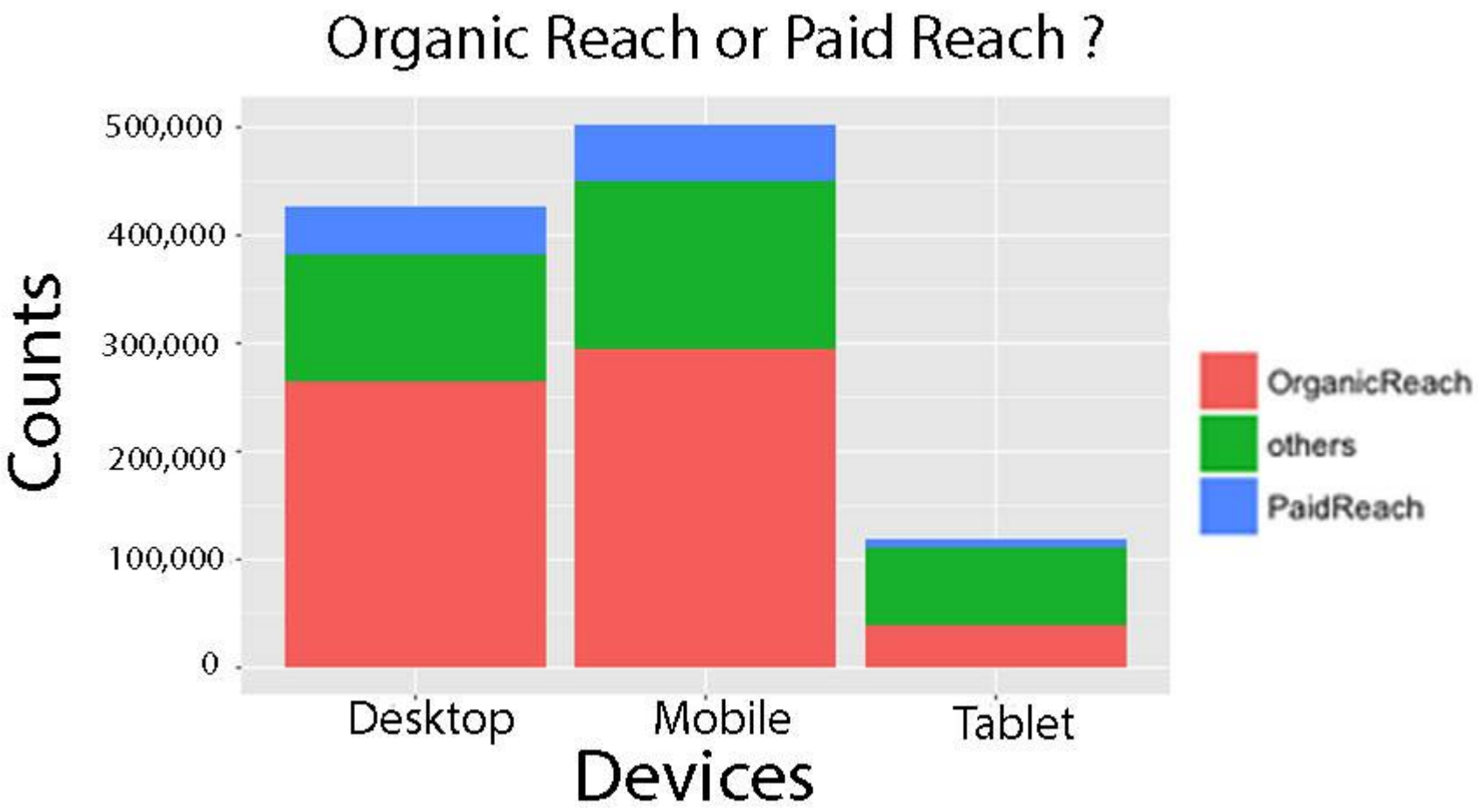
Stubhub (competitor)



Ticketmaster

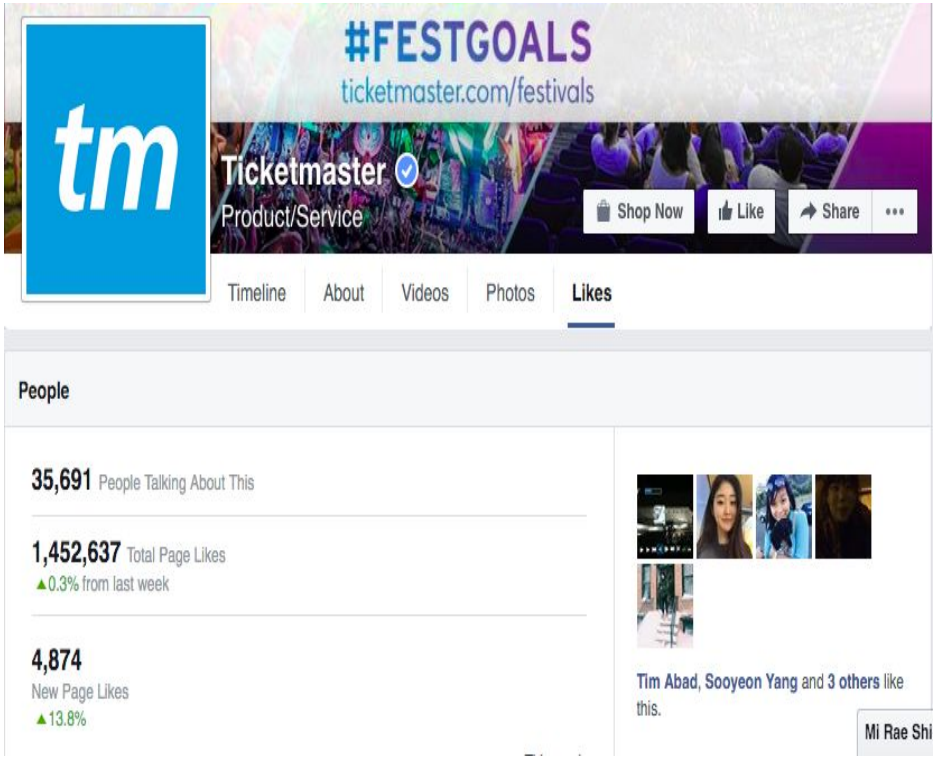
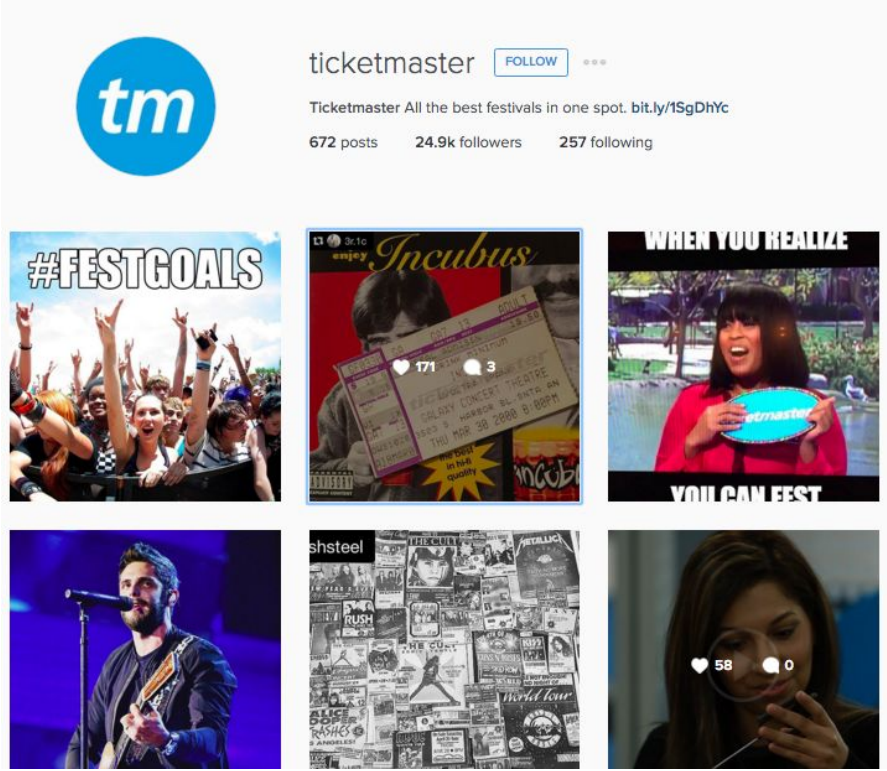



searchengine
socialmedia
others
thirdpartyvendor
direct
fansites
venues
email
Mobile
Desktop
Tablet


Organic Reach or Paid Reach ?
Counts
500,000
400,000
300,000
200,000
100,000
0
Desktop
Mobile
Tablet
Devices
OrganicReach
others
PaidReach

2) Ticketmaster's Social Media Interaction

Official Facebook Page



Official Instagram Account