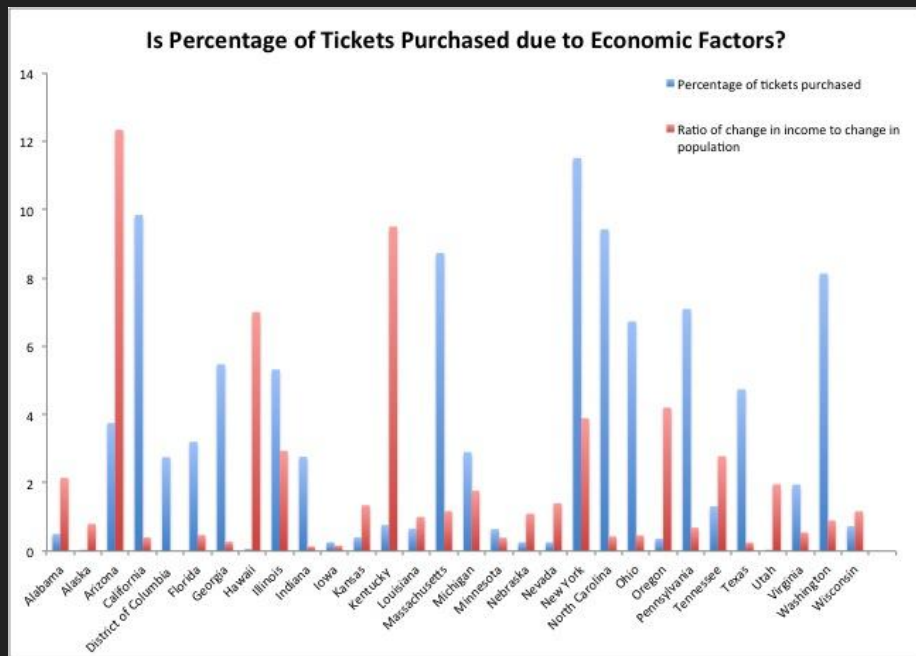
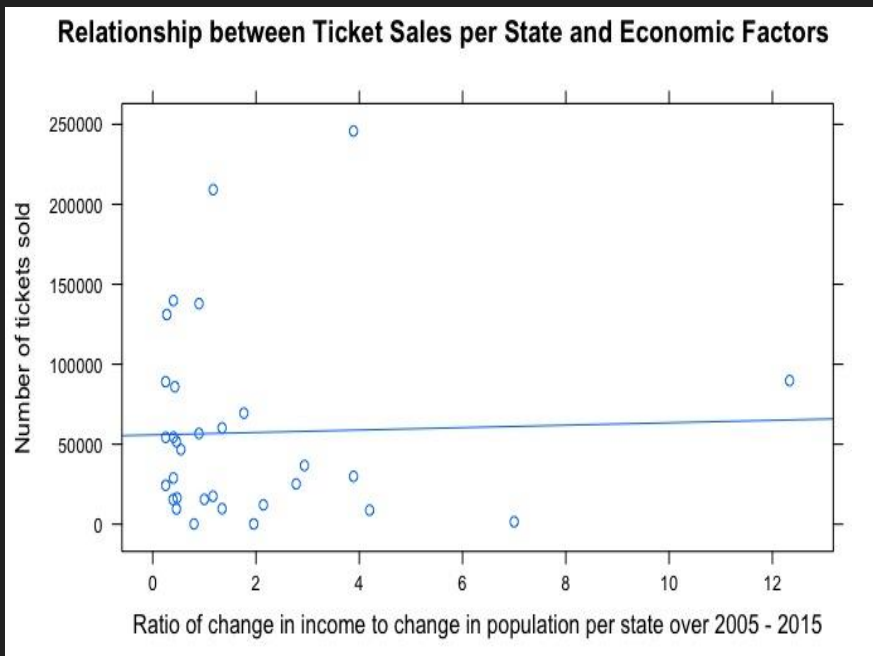


HOW DO CONSUMERS INTERACT WITH TICKETMASTER?

Ticketmaster has a constant customer base



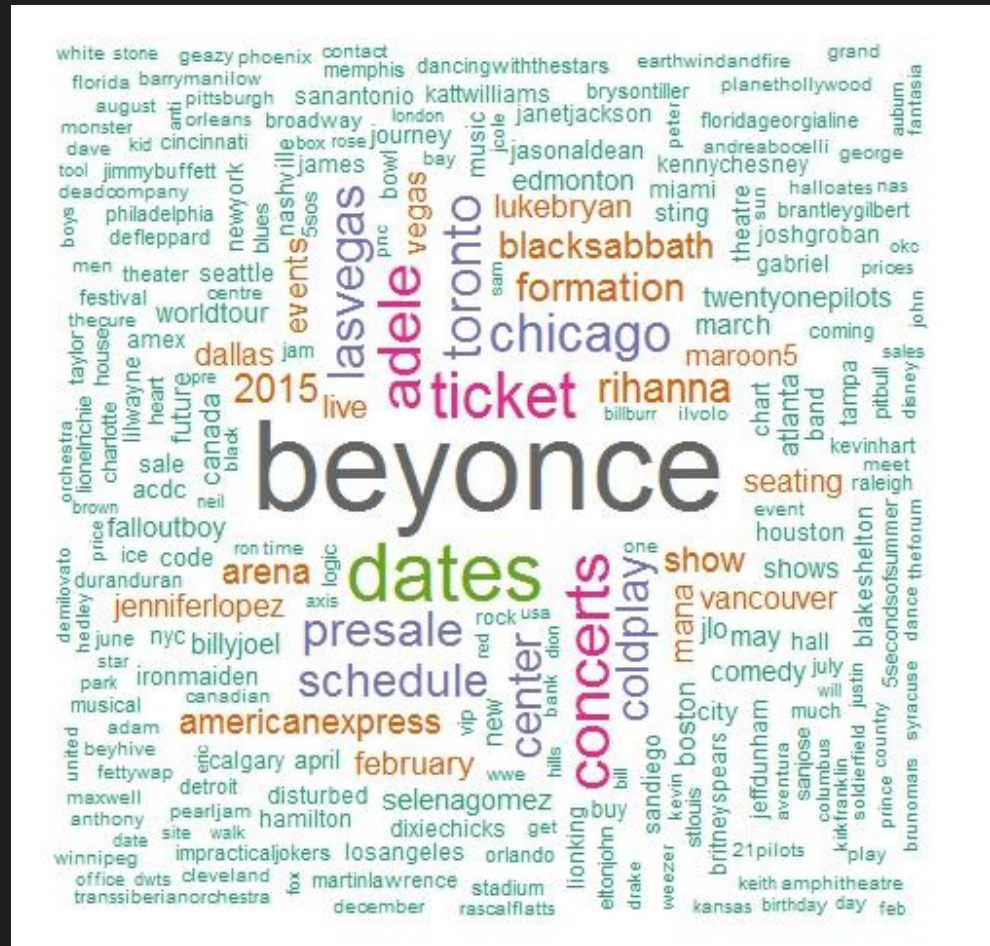
Map: Percent of Ticket Purchases in Each State



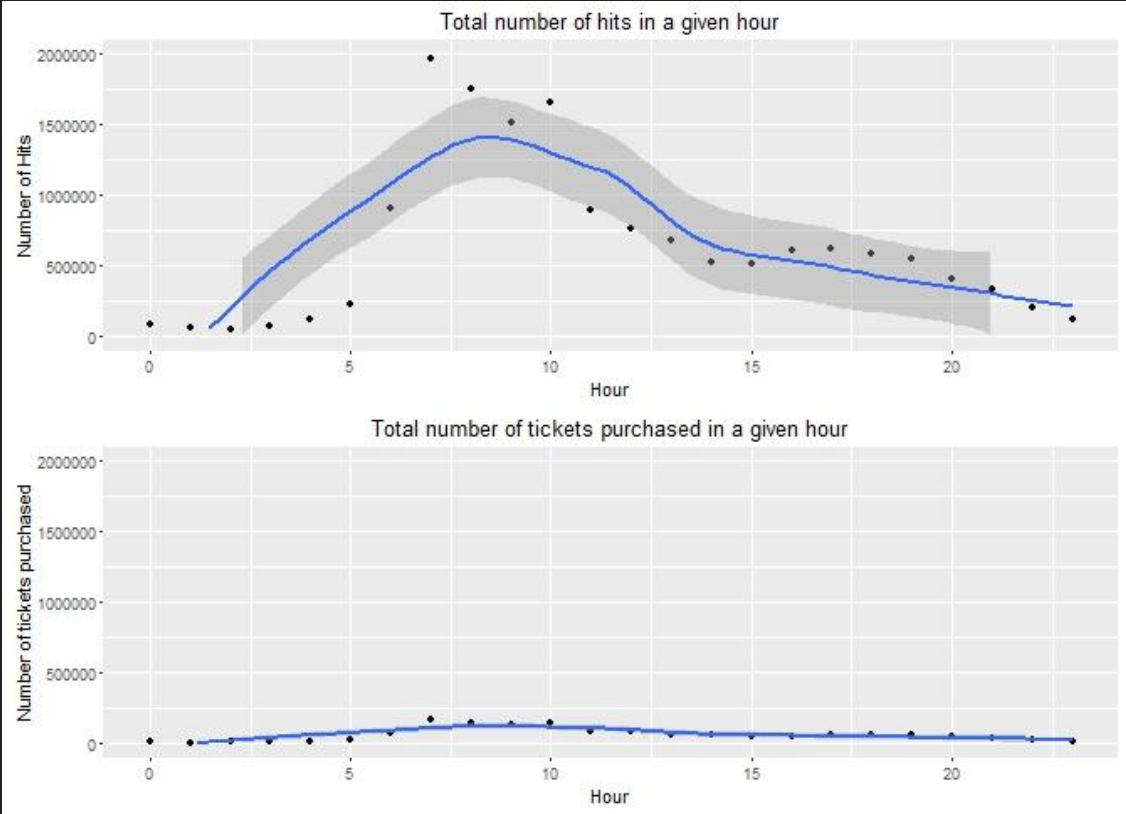
p-value = 0.867 → not statistically significant
R-squared = 0.0009838

Invest in Popular Keyword Searches

- Popular search keywords that bring consumers to Ticketmaster website
- Larger size represents higher frequency of appearance
- Frequently search keywords can be categorized by artist, venue, and city
- Adjust ad bid based on more frequently searched words



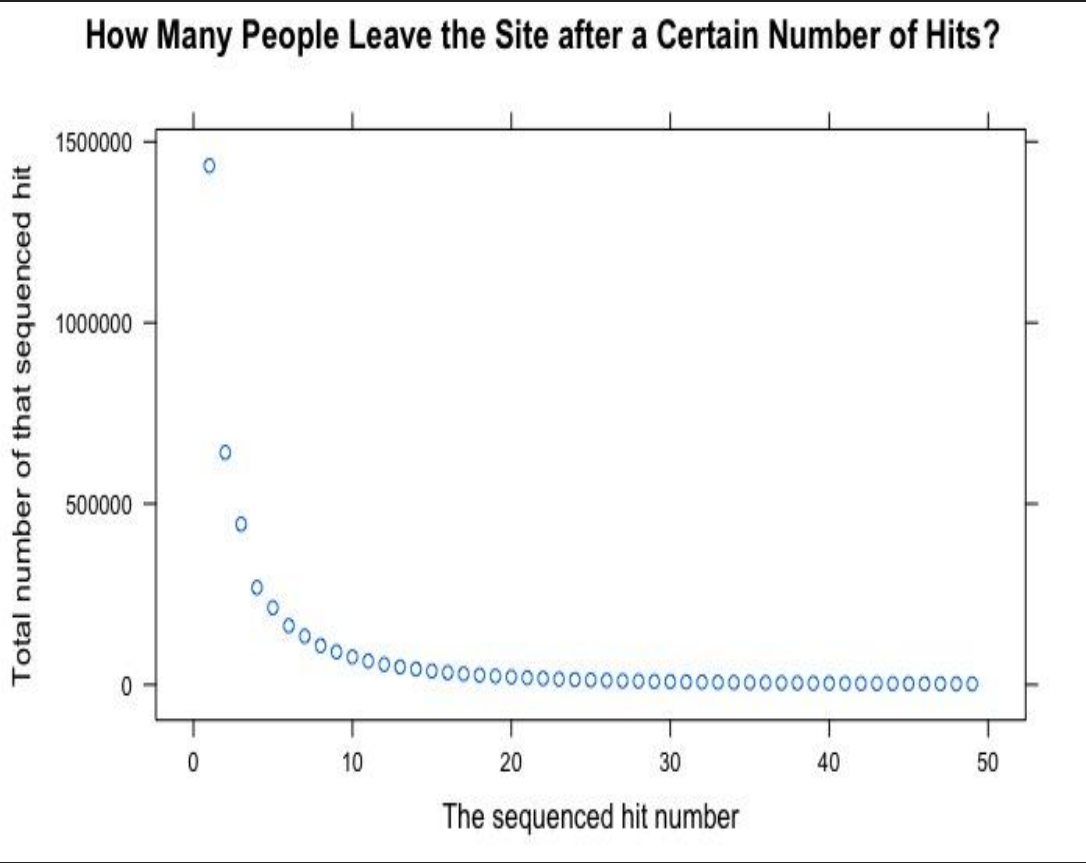
Popularity Coincides with Peak in Purchases



- Peak traffic hours are from 7-9 AM
- Untapped potential to increase sales in peak traffic
- Work to boost sales in this time by launching promotional deals and increasing customer support

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HOW DO CONSUMERS INTERACT WITH TICKETMASTER?



Streamline the process of obtaining information and making purchases

- Most users leave Ticketmaster after their first or second hit
- On average, people make 18 hits before buying at least one ticket
- Ticketmaster should work to reduce the number of hits needed for users to obtain information and complete a transaction

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