

# ENTERTAINMENT CLIENT CASE STUDY

## COMPANY:

Global Entertainment Client

## CHALLENGE:

Optimize the sale of event ticket insurance in the purchase path

## SOLUTION:

- + Analyzed conversion data over 14 month time frame
- + Segmentation focused on art, family, music, and sports
- + Discovered predictive indicators in each segment using logistic regression



## THE CHALLENGE

As is the case with most entertainment or event ticketing companies, ticket sales drive the vast majority of revenue, while ancillary product sales drive the vast majority of profit.

Event ticket insurance, specifically, is one of the key ancillary products that has potential to offer very high returns in this industry.

### Fusion's Challenge:

Increase event ticket insurance revenue.

## THE APPROACH

Previously, the company marketed the same insurance product to all customers in the exact same way. So regardless of whether the customer was purchasing a single ticket, multiple tickets, or seeing any variety of shows or events – they would always see the exact same insurance offer.

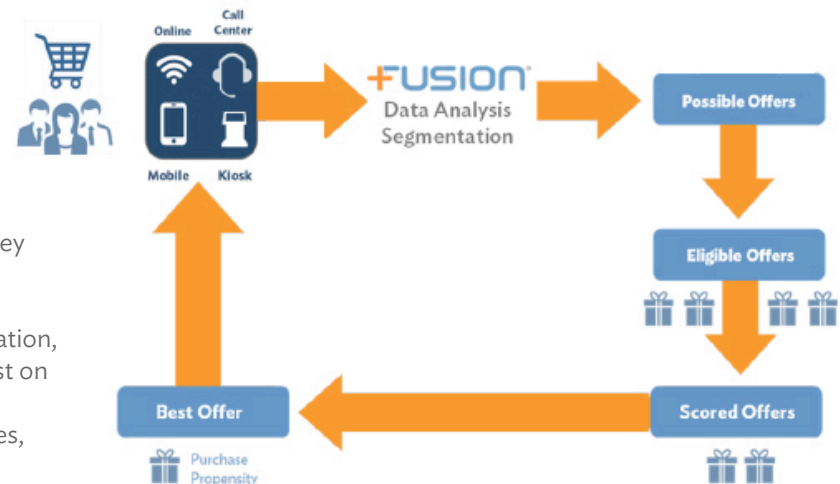
### Fusion's Approach:

Optimize the sale of event ticket insurance through a series of A/B and multivariate tests within the customer's purchase path.

## THE SOLUTION

Following a brief technical implementation, Fusion began capturing and analyzing data, identifying key trends, behaviors, patterns and ultimately defining key customer segments.

Through Purchase Point Optimization, Fusion was able to control and test on all aspects of the offer including product, price, copy, layout, images, headers, graphics, sequence, etc.



The data below relates to specific tests performed and provides an example of the results achieved.

### User Experience

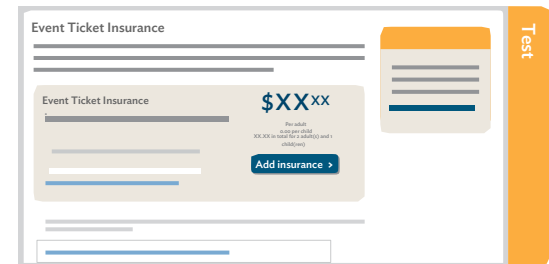
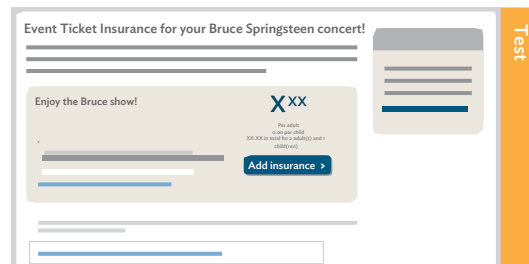
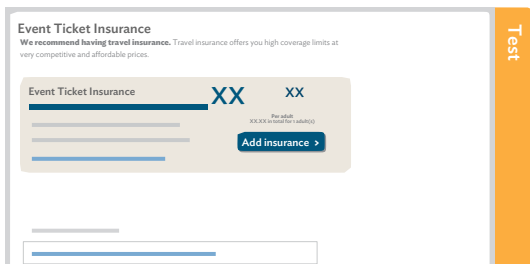
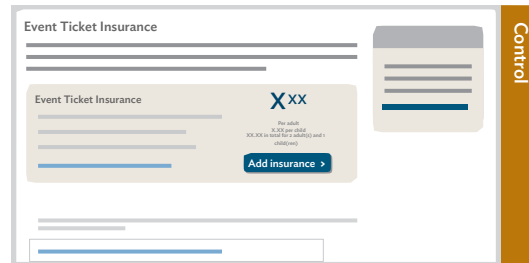
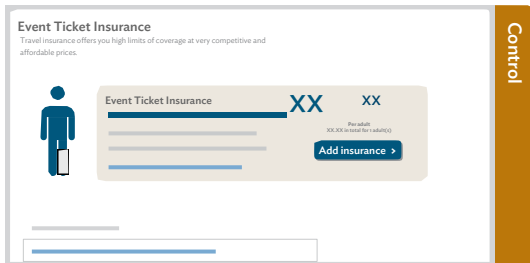
Fusion increased the strength of the call to action by implementing a minimalist design that reduced potential distractions.

### Personalization

Fusion initiated personalized messaging that included specific event details within the “yes” option to increase overall offer relevancy.

### Price Testing

Fusion implemented price testing on high cost event tickets to price based on a percentage instead of a flat fee.



CONVERSION RATE

REVENUE PER TRANSACTION

**+14.56%**

**+14.65%**

CONVERSION RATE

REVENUE PER TRANSACTION

**+26.07%**

**+23.28%**

REVENUE PER TRANSACTION

CONVERSION RATE

**+19.48%**

**-17.28%**

## About Fusion

Fusion brings together cutting-edge data science, an ancillary product focus, and ongoing merchandising test strategies to deliver targeted, relevant e-commerce product offers. By delivering a personal customer experience, Fusion converts shoppers to buyers faster, better, more accurately, and more profitably. Fusion works with leading brands across 40 countries in travel, healthcare, auto, entertainment, and insurance industries.

To find out more, visit [Fusion.com](https://fusion.com) or follow Fusion on [Twitter](#) and [LinkedIn](#).

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