

PurplePass

10

Features every ticketing  
software must have!



# Table of Contents

1. Customization And Personalized Options
2. Reporting And Real-Time Alerts
3. Support For You And Your Guests
4. Multiple Payment Processing Options
5. Coupon Codes And Discount Options
6. Full Timezone Support
7. Ability To Control Who Pays
8. Multiple Delivery Options
9. Marketing Options
10. Ticketing Options

A ticketing software is designed to assist event organizers with not only ticket sales, but analytics, organization, and customization.

A good ticket software should do more than simply allow attendees to purchase their ticket, but rather, should assist with customer interaction and convenience options that make the process of event planning and sales easier and streamlined.

Here are some key points to help determine which ticketing software will work best for the event in question, and what features are needed in the ticketing campaign to make the process as productive as possible.

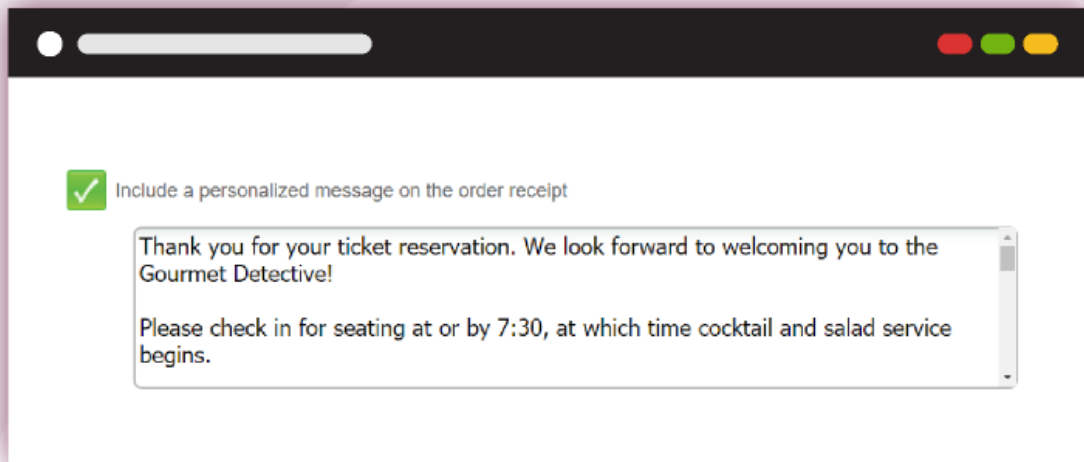


## Customization and personalized options

When it comes to selecting the right ticketing software, one of the primary selling points should be the ability to customize the experience. This customization should not only benefit the user, but the buyer as well.

A top quality ticketing software will allow users and buyers to add or take advantage of features such as custom messaging, verbiage, media and more.

No distracting water marks and logos that aren't yours, you deserve the right to a 100% face value registration. Having the power to personalize your event the way you want it is something your ticketing software should be able to give you.





## Reporting and real-time alerts

The reporting feature that allows you to view your event insights, real-time stats, guest count, and other sales stats is the tool that's going to help you make next year's event even better.

Having the ability to track your performance in sales and other important details gives you the opportunity to grow and make improvements.

In addition, this ticketing software should be able to generate real-time alerts to keep planners on top of changes and progress before and during the event.





## Support for you and your guests

While having a customer support option online, or even a chat bot, it can still get overwhelming alone.

A registration that offers training for you and your team means a smoother operation the day of your event.

Look for a ticketing team that offers at least three or more of the following:

- Online chat support**
- Phone support**
- Email support**
- Help center/FAQs**
- Video training courses and how-tos online**
- Full timezone support**
- Onsite help at the gate**
- Team training and onboarding**

This type of support will ensure a successful event day for you and your guests. A ticketing team that extends this support to your buyers as well not only takes the pressure off you, but gives your guests a better buying experience.





## Multiple payment processing options

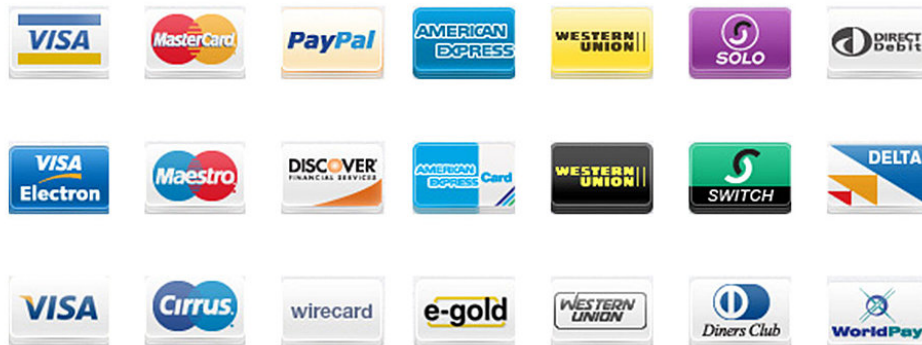
Today's method for making purchases are more diverse than ever and allow many options for consumers. Having a good range of payment methods is a great way to encourage sales and accommodate to your buyer's requests.

In some cases, the lack of the payment options available to potential attendees can prevent sales because they may not have one of the few methods of payment that some ticketing softwares may require.

For example, if you only offer payment through PayPal a lot of people don't have that especially the Millennial generation who relies on the famous payment app, Venmo.

Having to create an account could deter your guests from continuing their purchase because of their lack of time or security purposes.

If people need to use a certain type of credit card or even prepaid card, your ticket software also needs to have a **compatible software** to ensure that they will have no issues using the payment method that is the most convenient for them.





## Coupon codes and discount options

A great way to encourage sales and draw attention to an event or brand is to offer discounts and coupon codes.

Selecting a ticketing software that can easily accept these codes and apply your personalized discount makes a big difference in overall sales and interest because people like the word **DISCOUNT**.

Try to select a software that includes flexible code entry options to offer guests more buying options. Below are the types of discounts events can offer:

**- Comp (free) tickets - Early bird specials - Coupon Codes - Senior Discounts - Military/ Arm Force Discounts - Children Discounts - Family or group discounts**

The screenshot shows a software window with a blue header and standard window controls. The main content area is white and contains the following elements:

- Two radio buttons for code creation:  Manually create one code and  List of codes (Uploaded or automatically generated).
- A text input field for "Coupon code" and a dropdown menu for "Valid with" set to "All".
- A section titled "Type of discount" with several options:
  - Flat rate discount (e.g. \$5 off each GA ticket). Below it is a sub-option: Deduct \$ [input] from [Each Ticket].
  - Percentage discount (e.g. 10% off)
  - Combo Deal (e.g. Buy 1 get 1 free)
  - No discount (Tracking only)
  - Allow this code to stacked with other codes [help icon]





## Full timezone support

Unless you find a ticketing software locally, full timezone support is a huge feature that needs to be included by your ticketing team.

Having the option of having support when it's needed across all of the timezones is a helpful feature because even though your event is located in one location, your guests could be coming from anywhere around the world.

They are going to need that support during a timezone that works for them, without it could result in decrease of sales.

Sometimes, event planning face issues that need immediate attention, and with full time support you'll never be alone.





## Ability to control who pays

Having the ability to control prices and offer free tickets based on who the customer is, and what the circumstances are regarding the ticket transaction, helps to make ticket sales easier and more user-friendly.

But it goes beyond that. Having the ability to customize payment options is important for the flexibility of your guests.

For example, if you don't want your customers to pay box office fees or other services, you should be able to have the option of paying for that so they don't have to.

As an event planner, you should be able to decide what is paid for by who and not have a ticketing company that limits you.

Default color for physical ticket stock:

Button color in iPad Box Office (MBO):

Who will pay service fees?

The customer  I will absorb the cost (Promoter)

Set custom facility fee

Set custom tax rate

Customer must buy at least  ticket(s)

Customer cannot buy more than  ticket(s)

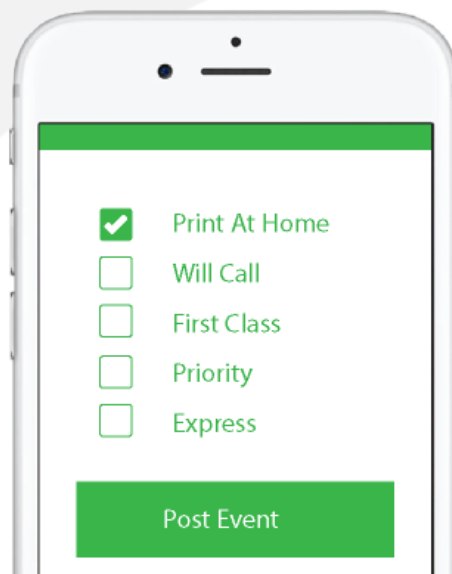


## Multiple delivery options

**Box office, shipping, print-at-home, mobile tickets, email,** these are options customers are accustomed to when purchasing tickets so it's important you have these available for them.

Avoiding limited ticket delivery options will make the event more accessible and encourage people to make a purchase because they don't have to go out of their way to acquire the ticket.

Everyone has a different situation, whether they don't have a mobile phone, or printer, there should be an option for everyone.



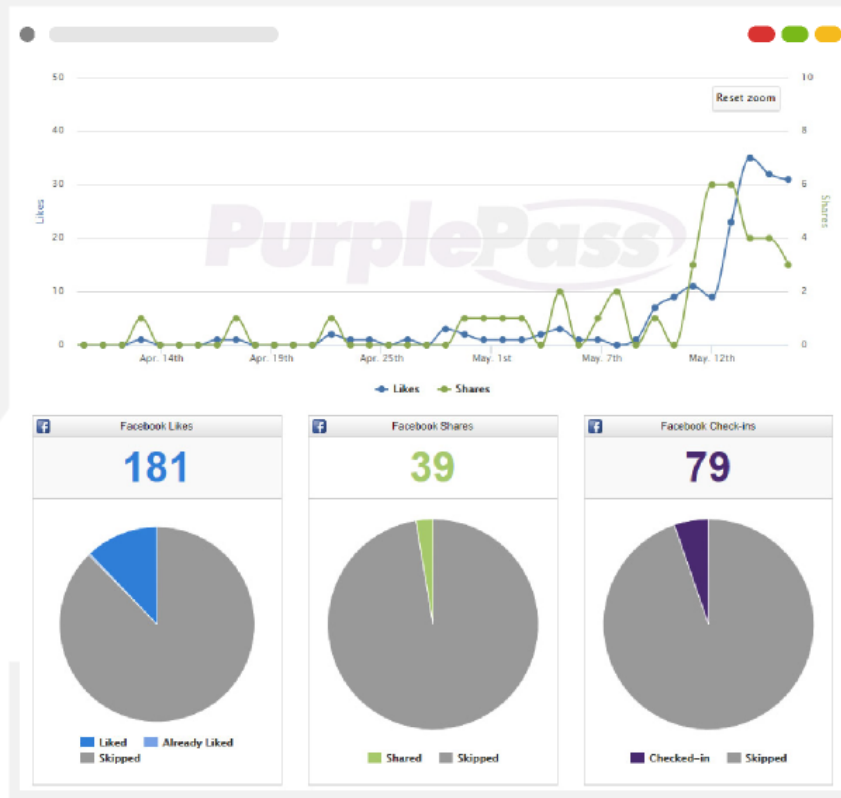


## Marketing options

Selecting an event ticketing software that helps with marketing efforts by offering additional services and features can make an impact on an event turnout.

Having all your reporting and marketing efforts in one place and working together is a great way to stay organized.

If you are a smaller team, letting someone else market for you can clear up your time to focus on your event needs.





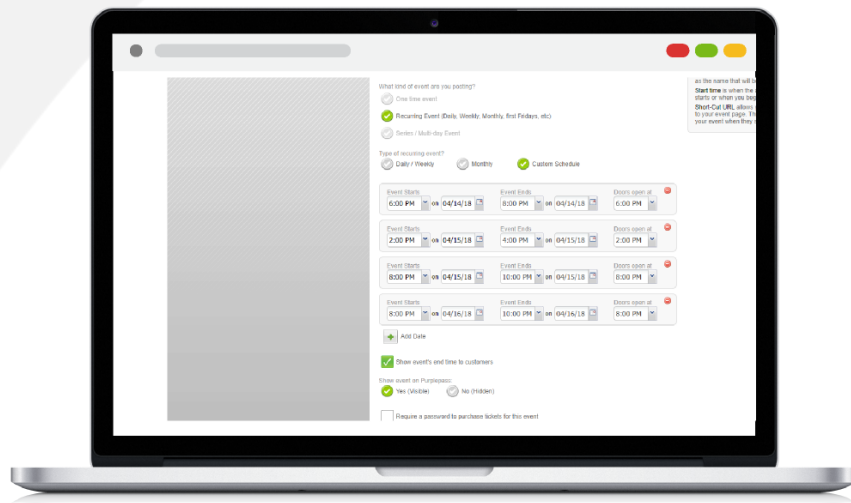
## Ticketing options

Your registration should be able to offer you a variety of packages that work for your event (**multiple-day tickets, VIP, exclusive passes, etc.**). Event planners can select from VIP passes, traditional tickets, special passes, and wristbands for example.

Having a variety of choices allows the event planners the ability to customize the ticketing options that are going to work the best for the event.

When event planners are shopping for ticketing software that is going to give them what they need to succeed and be a better fit for the needs of both the event planner and the attendees, they should keep these points in mind to help them make the best selection.

Making the right choice can really make an impact on the event and even improve prospects for attendance at future events.



## Ready to set up an account?

If you want to learn more about the different features Purplepass can offer you, you can request a free demo below!

One of our representatives will reach out to you and walk you through all the benefits we can offer your event.

[Request free demo](#)