Omtera

Beyond the Funnel: The 2025 Entertainment Ticketing Growth Playbook

Let's Build Together!®

Table of Contents

Omtera

Writer's Note

The ticketing and entertainment industry is one of the most fast-paced and competitive spaces—where user decisions are made in seconds and every interaction counts. In such a dynamic landscape, success no longer hinges solely on what we say, but also on when, in what context, and based on which insight we deliver our message. In this report, I've brought together Omtera's data-driven strategic approach with field-tested practices and actionable learnings.

While preparing this piece, I drew heavily from recent hands-on projects and direct industry experience within the ticketing vertical. Every recommendation presented here is grounded not just in theory, but in real user behavior and proven performance metrics. My goal was to merge analytical insight with on-the-ground impact—ensuring each strategy is both applicable and scalable.

This report is intended to serve not just as a snapshot of where the industry stands today, but as a forward-looking guide for teams aiming to drive sustainable growth. Micro-segmentation, real-time activation, and behavior-based journey design are no longer optional—they're foundational to meaningful, measurable progress. With that in mind, this report was crafted through a lens that's both strategic and field-informed.

I hope the insights shared here not only inform but also inspire new ideas and experimentation within your teams.

Senem Karademir

Consultant at Omtera

Omtera

Omtera

We Decoded Growth in Ticketing & Entertainment

1

At Omtera, we not only develop general strategies in the field of growth marketing, but also offer industry-specific, field-based solutions shaped by in-depth knowledge.

Our experience working with over 200 brands in more than 20 countries has shown us that Each sector has different user dynamics, interaction cycles and growth codes.

Therefore, we do not only offer "growth consultancy" but also "vertical-based growth expertise".

The ticketing and entertainment industry is one of the most competitive verticals where user behavior is shaped the fastest.

Purchase decisions are often made within minutes, which means factors such as timing, context and content play a decisive role in conversion.

Brands that want to stand out must not only deliver the right message, but also deliver it at the right time and on the right platform.

With similar pricing and parallel communication strategies, it is harder than ever to stand out from the crowd.

That's why it takes a different perspective to make a real impact in this vertical.
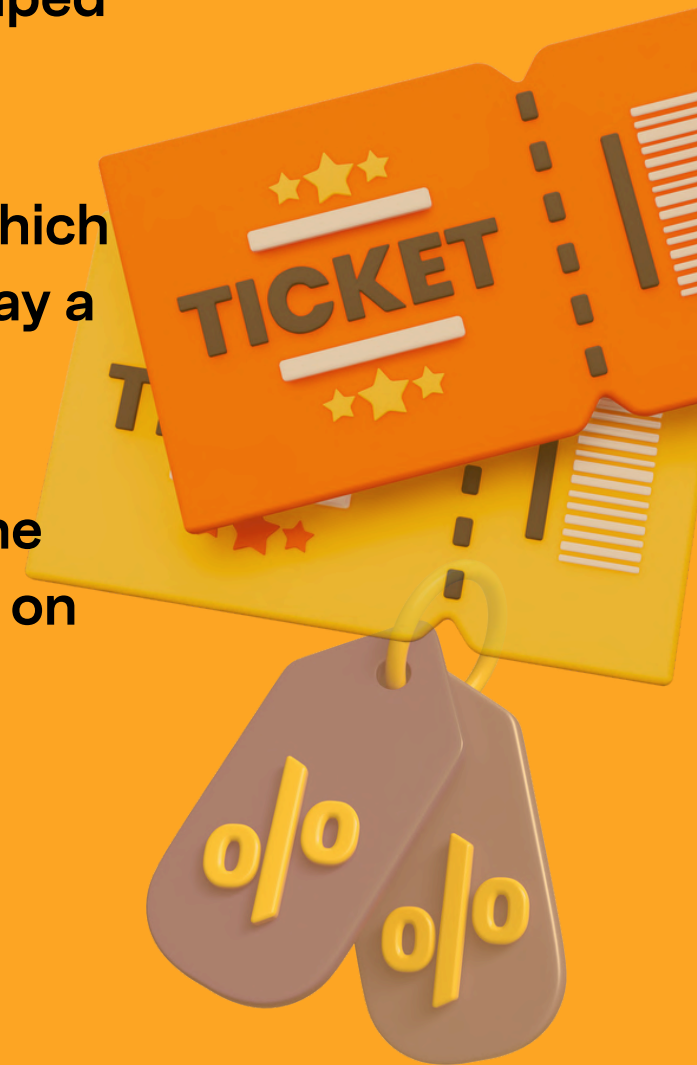
Omtera's approach is built on data-driven segmentation, micro-targeting, the ability to take instant action, personalized content and omnichannel journey constructs.

We develop strategies that act systematically rather than intuitively, understand the user according to their behavior, intervene at the right moment and produce tangible results, not just with campaigns and ready-made templates.

braze

In this article, we will share examples of the application of this very approach in the ticketing industry, with insights and success metrics backed by data:

- First, we will analyze the transforming user behavior in the industry,
- Then we will explain how segment-based strategies are developed with examples,
- Next, we will explain how journey fictions work in real cases,
- And finally, we will show you the metrics by which these efforts are translating into success.

In the final section, we will look at the next level growth opportunities for 2025 that can make a difference in the ticketing industry.

Because for us, true expertise is not only about solving the present, but also about reading the direction of change, anticipating the future and building it today.

Understanding the Trends:

Key Behaviors in the Ticketing Industry in 2025

2

In order for growth strategies to be effective in the ticketing industry, it is critical to read the changes in user behavior correctly.

Especially as of 2025, ticket buying habits have evolved into a more complex, instant and personalized structure compared to previous years.

This change has brought about a radical transformation in timing, channel preference and content strategies.

BUY NOW

1 Speed & Mobility in Decision-Making

The vast majority of users discover activities on mobile devices and make a purchase decision in a very short time, often in a single session.

The buying journey becomes a single moment of experience that starts quickly and ends quickly, instead of a classically prolonged funnel.

At this point, being visible on the right platform at the right time is no longer a choice, but a necessity.

2 Rise of Micro-Ticket Models: VIP, Early Access & Last-Minute

Real growth in ticketing is more about accuracy than volume.

The key is to offer each user the type of ticket that matches their behavior, at the moment of highest purchase intent.

The rise of micro-models such as VIP, early access and last minute makes it clear that not every ticket is the same and not every user is convinced in the same way.

3 Importance of Omnichannel Engagement

The user is no longer convinced by a message from a single channel.

Email, push notification, in-app message, SMS and social media interactions have to work as a whole. It is possible to recognize an event that attracts the user's interest with an e-mail in the morning and lead to a purchase decision with a push notification in the afternoon.

However, for this, channels need to be synchronized, segment-based and behavior-sensitive.

These new behavioral models make it imperative for growth strategies to not only know the user, but also to know when, with which content and through which channel to capture them.

In the next section, we will explain how we respond to these changing behaviors with segment-based strategies.

It is no longer enough to know the user; understanding their behavioral motivations, purchase intent and interaction cycle makes it imperative to develop specific strategies for each segment.

Especially in highly competitive and time-sensitive sectors such as ticketing, strategic actions carried out through micro-segments turn into the real driver of growth.
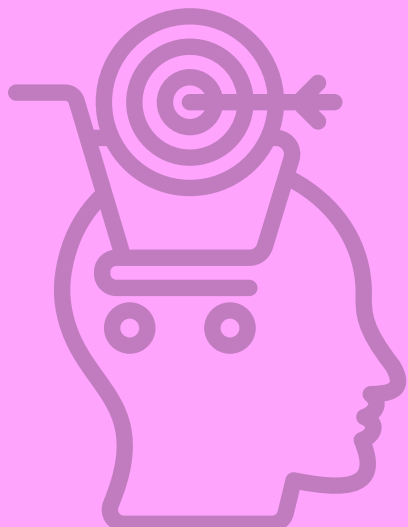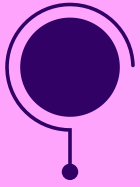
VIP Segment: The Key to Higher LTV

The VIP segment is a segment that is clearly differentiated based on behavioral data; at the same time, it is a segment with a stronger bond with the brand, more likely to repurchase, and more profitable in terms of lifetime value (CLTV).

In the micro-segmentation study we conducted as Omtera for a ticketing platform in Turkey, the campaign we created by targeting only VIP ticket buyers reached a conversion rate of 11.34%

In the communication created for these users, phrases such as "priority access", "limited quota" and "personalized recommendation" directly affected the moment of decision.

11.34%

Last-Minute Buyers: Winning with Precision Timing

Many users make the decision to go to the event within the last 24-48 hours. This group exhibits high spontaneity, but also has a very low indecision threshold.

For example, carefully timed journey scenarios prepared for this segment, such as push notifications with the theme "last 24 hours to the event, last chance for tickets" sent one day before the event, resulted in an email open rate of up to 37.98%.

24 HOURS **48 HOURS**
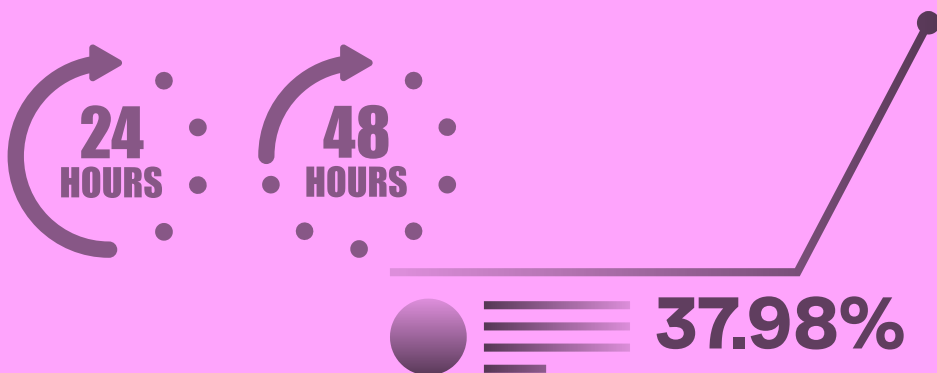
This shows that the timing of the content is as critical for conversion as what it is.

37.98%
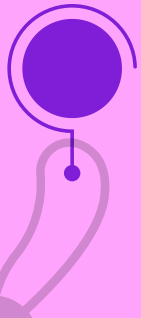
Power Users: Boosting Loyalty Through Re-engagement

SPECIAL DISCOUNT

Loyal users are usually frequent purchasers, regular users of the app and highly engaged with the brand. However, even this audience can lose interest over time.

When content based on past behavior, special discounts and personalized reminder messages were used in re-engagement strategies for power users, a significant increase in users' re-activation rates was observed.

Especially segmenting users at risk of churn and winning them back with personalized offers directly increases CLTV.

Each of these segments not only represents different target audiences, each segment works at its own rhythm, but also requires different combinations of content, timing and channels.
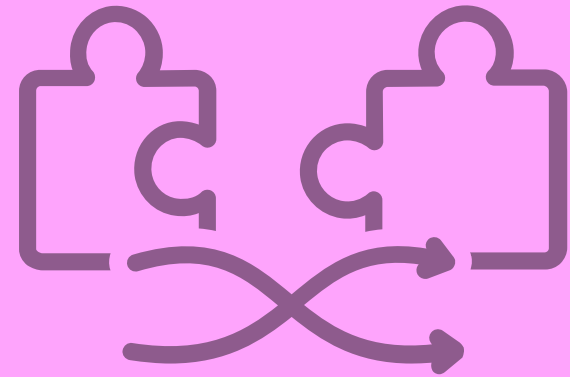
In the next section, we will examine how we build unique journeys for these segments and how these strategies respond to user behavior.

Journey Based Applications:

3 Different Journeys Built by Segments

The real impact of segment-based strategies emerges with personalized journeys based on user behavior.

As **Omtera**, we provide not only short-term conversions but also long-term value increase and user loyalty with these journeys that we customize for each user group.

Here are three examples of effective journeys we have implemented on the ground and measured with data:

1. LTV-Focused Journey for VIP Users
2. Behavior-Driven Nighttime Journey
3. Re-engagement Series for Churn-Risk Users

1 LTV-Focused Journey for VIP Users

The VIP segment is one of the user groups with high potential for brand value creation.

These users tend to have higher basket averages, more frequent purchase behavior and a strong connection with the brand.

For this reason, the journey designed for users with VIP background is not only focused on promotions, but also designed to offer a privileged and personalized experience.
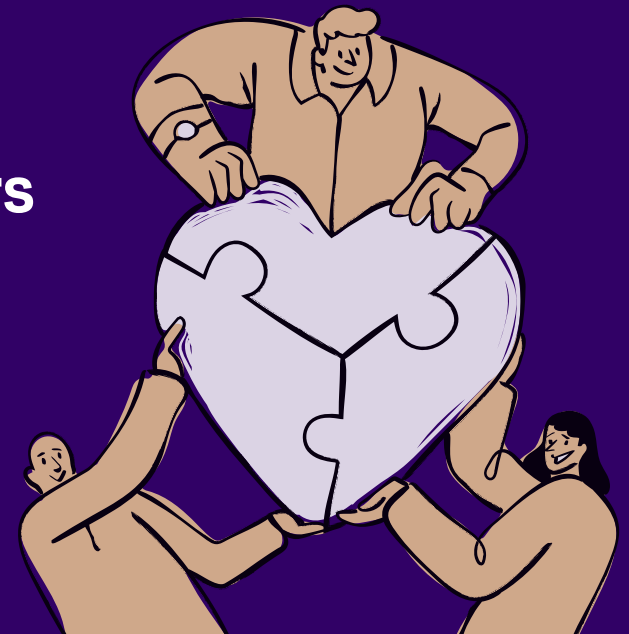
When new events were published, early access was provided exclusively for this user group.

Content language was supported with trigger phrases such as "Quota Limited", "Only for You", "Be the First to Know".

Push notifications, e-mails and in-app messages were synchronized to create a multi-channel communication structure.

Thus, not only an offer was presented, but also a special space was defined for the user to establish a stronger bond with the brand.

Channels — push, email, in-app — were fully synchronized to create a cohesive experience.
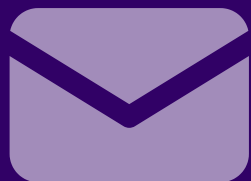
2 Behavior-Driven Nighttime Journey

Users who are active in the app during night hours but do not make a purchase are mostly at low motivation levels. To target this segment, a specially triggered journey was designed during night hours.

The time the user spends in the app was set as a threshold (e.g. 60 seconds).

After this threshold, push notifications were activated and special discounts and deals were offered only for the night.

The purpose of this journey was to turn idle time into a revenue-generating window.

3 Re-engagement Series for Churn-Risk Users

The soft churn segment, i.e. users who have not yet been fully churned, but have been inactive for a certain period of time, holds great potential for re-engagement strategies.

A multi-stage email and push series was planned for these users. The tone of communication was..

Emotional – "We Missed You!",

Encouraging – "Special Offer for Returners",

Personalized – "Your Favorite Artist X is on Stage This Week".

This journey was designed not only to drive a return, but also to increase the CLTV of this user.

What Results Did These Journeys Deliver?

Each of the fictions we shared the details of proved its success not only with the experiential approach but also with metrics.

- In the VIP Journey, a conversion rate of 11.34% was achieved. Cart average was 47% higher than the general user and 22% of users made a second purchase.
- In the series targeting churn users, the email open rate reached 42%, while the recovery rate was 18.4%. CLTV of returning users was 36% higher than that of new users.
- In terms of push performance, a location-based scenario was the highest performing notification in the brand's history with an open rate of 13.17%. The conversion rate of this campaign was 34% higher than the standards.

This data shows that reaching the right user, at the right time, with the right content creates not only engagement but also scalable revenue growth.

Results and Metrics:
"This Business Model Works"

5

The real success in growth strategies is not only the implementation of campaigns, but also their measurable and repeatable results.

As Omtera, in our ticketing and entertainment projects, we design each journey not only as a creative idea – but also as a test hypothesis.

This allows us to make data-driven decisions and move up the learning curve with each new action.
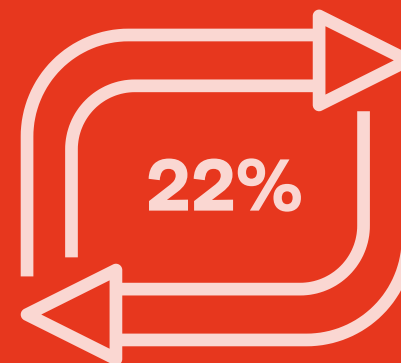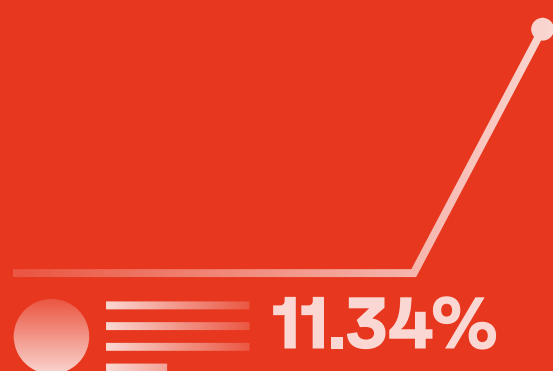
Here are some sample outputs:

VIP Segment Journey

Omtera

In the micro segmentation study built on users purchasing VIP tickets:

- **Conversion rate: 11.34%**
- **Average cart value: 47% higher than the overall user average**
- **Repeat purchase rate: 22%**
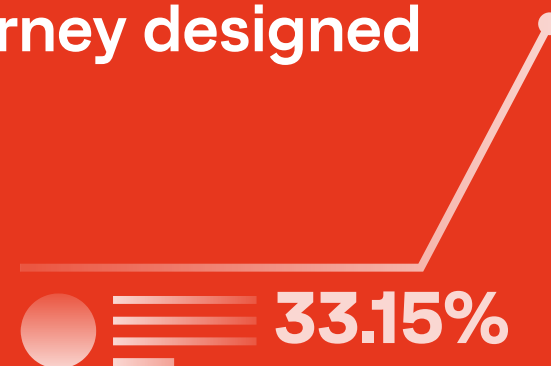
11.34%

47%

22%

These results reveal how LTV-based targeting is the right approach to see the user as a relationship potential, not just a conversion.

Cart Reminder Journey

Omtera

In the ticketing industry, a behavior-driven journey designed to win back users who abandoned the cart:

- **Conversion rate: 33.15%**

33.15%

Timing,
Content language,
Trigger scenarios

formed the basis of this success.

Email Scheduling Strategy

In a series of emails sent specifically to 18–30 year olds outside of working hours:

Open rate: 37.98

This setup, structured according to the user's behavior hours, revealed the critical role of timing in conversion.

Location Based Content Strategy (Travel Industry)

With the content strategy we developed for a travel-oriented platform, which includes offers and redirects specific to the city the user is interested in:

- **Conversion rate increase: 54%**
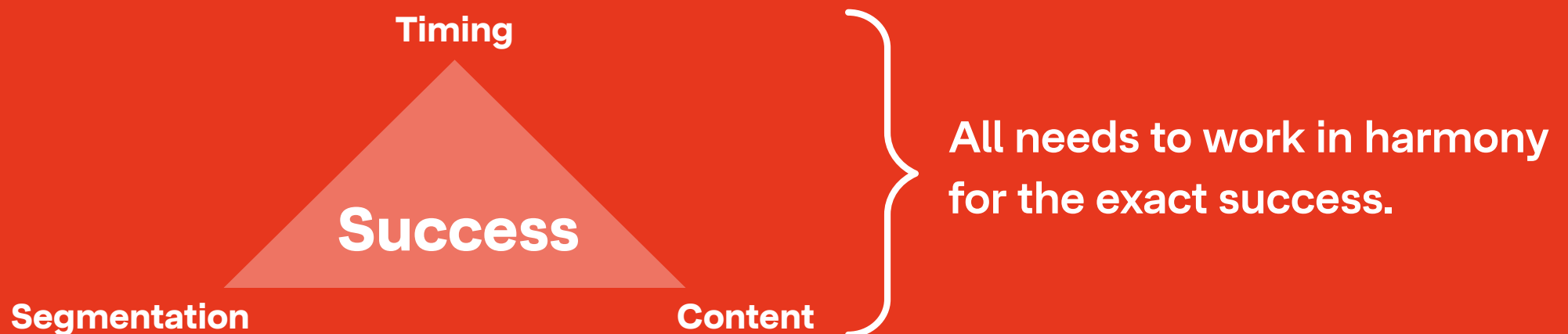**(February: 3.97% → March: 6.20%)**

54%
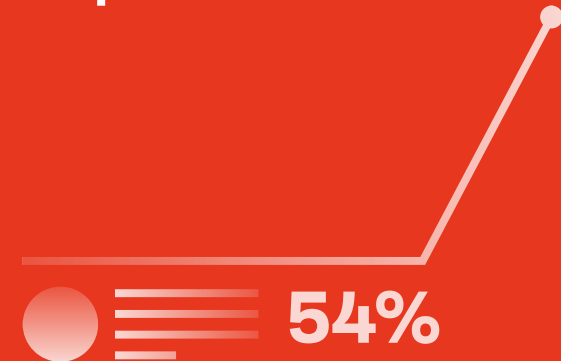
This breakdown, developed with a segment-based catalog strategy, embodied the impact of contextualization on transformation.

Push Notification Performance

In the segment-oriented push notification scenario developed in the same project:

- **Push open rate: 13.17%.**   (The highest rate in brand history)

Timing

Success

Segmentation   **Content**

**All needs to work in harmony for the exact success.**

What Did We Learn?

- Micro-segmentation increases not only targeting but also the depth of connection.
- Editing according to the user's behavioral data increases not only personalization but also the power to intervene at the moment of decision.
- Push, email and in-app messages create a conversion multiplier when they work in sync, not in isolation.
- Most importantly: When strategy, experimentation, metrics, learning and optimization are built as a cycle, growth is no longer left to chance, but becomes a designed outcome.
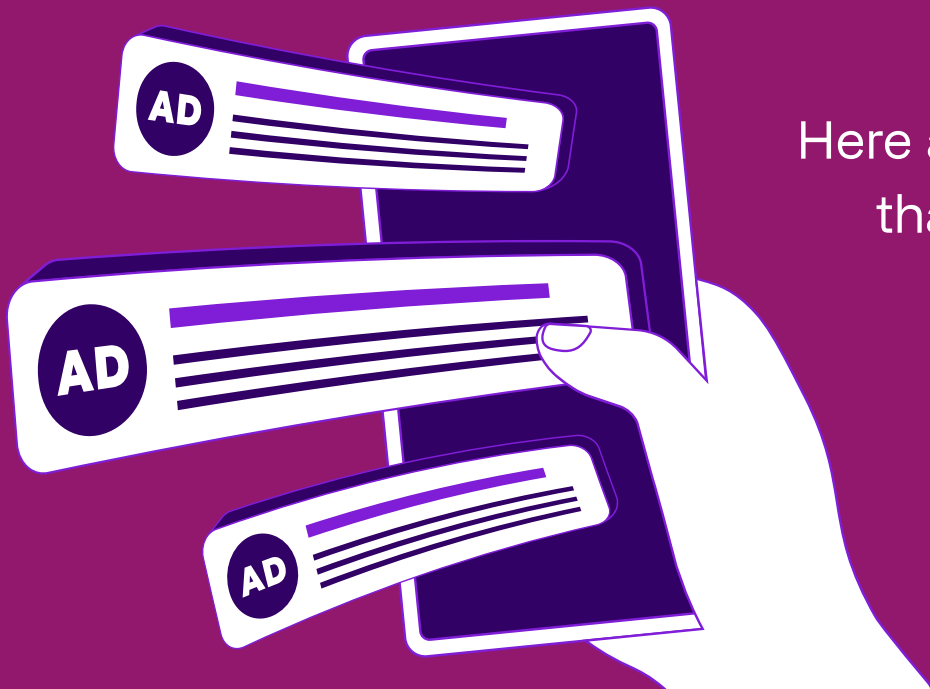
Proposals for 2025

Next Growth Opportunities in Ticketing

Omtera
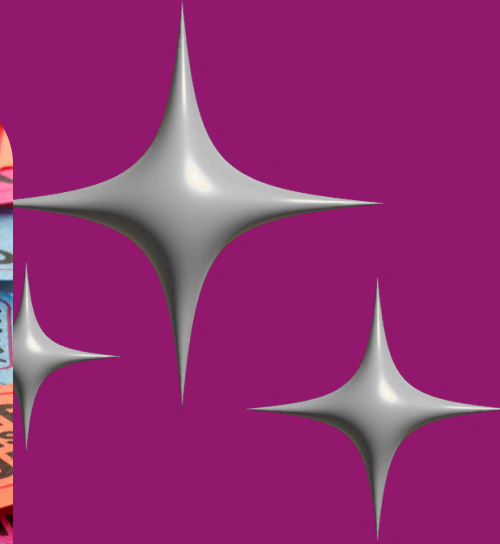
6

In 2025, the competition in the ticketing industry will not only be about reaching more users, but also about getting in touch with the decision-making moment in the right way.

Users are no longer just responding to communication, but to contextual, real-time and personalized experiences.

Here are 3 strategic growth opportunities for brands that want to stand out in this transforming world!

1

Deep Understanding of Pre-Purchase Behavior

A user's decision to buy a ticket often doesn't start with a search, click or browse - it starts much earlier, in the moment of reflection and planning.

In this way, it is now necessary to focus on signals of intent, not just past behavior.

- Location-based search history
- In-app category navigation
- Weekly session hours and frequency
- Actions such as bookmarking or "look later"
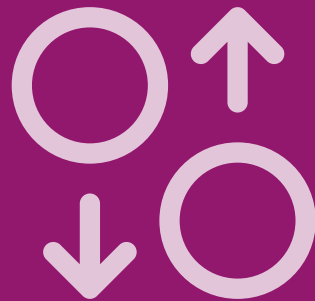
Intent scores created with such micro data open up a new area for segmenting the users who are closest to making a purchase and designing earlier triggering campaigns.

2 Developing Content Strategies Based on Purchase Intent

Once intent is established, content is next. But here, instead of one-way notifications, it is necessary to provide the user with combinations of information, content and offers that will facilitate their decision.

- How many days before the event starts does the user make a decision?
- What did the user pay attention to in previous purchases?
- Do they prefer VIP, last minute or early access?

Content that answers questions like these (for example: "There are only 3 VIP seats left for you" or "Users like you preferred this date for similar events") can significantly increase conversion rates.

3 Strategies that Intervene at the Decision Moment Have the Highest Impact

It is no longer about capturing the user with a campaign, but touching the mental decision moment at the right moment that brings the real success. Therefore, growth strategies in 2025 will be shaped under the following headings:

- AI-powered prediction: Models that predict which day, at which time, and which type of campaign a user is most likely to use
- Real-time triggering: A push, content change or price indicator that activates after 30 seconds of in-app navigation
- Omnichannel behavior tracking: If the user opened an email but did not take action, push 12 hours later; if the user saw the push but did not click, in-app campaign 2 days later

For brands that want to make a difference in 2025, growth will be possible not only by spending more on advertising, but also by catching the decision moment in the
user's mind, responding to it in a timely manner and optimizing it in a cycle.

Here's What We Think

In the ticketing industry, success is no longer just about reaching more users; it is about touching the right user, at the right moment, with the right insight.

As Omtera, every strategy we build with this understanding reveals the real codes of sustainable growth.

For brands that want to make a difference in 2025, it is no longer about the campaign, but about being able to intervene in time at the moment of decision.

Omtera

Let's Build Together!

www.omtera.com

London | Istanbul | Riyadh | Dubai | Finland