

CASE STUDY | NUWEB

# More than 1 in 3 fans choose ticket protection with Nuweb

INTRODUCTION

Recent data shows more fans are waiting until closer to the event to buy tickets. Rising prices and the risk of unexpected disruptions are driving this hesitancy, as they weigh potential losses against committing early.

THE CHALLENGE

For organisers and ticketing providers, this creates a dual challenge: how to protect the fan experience while keeping the purchase journey smooth.

To address this, Nuweb partnered with Protect Group, a

THE SOLUTION

global leader in refundable bookings, and integrated ticket protection directly into the checkout flow. Fans now have a simple way to safeguard their tickets, while organisers gain a stronger value proposition without adding friction to the buying process.

Since introducing the Protect Group integration, adoption has

THE RESULT

been strong among partners who chose to implement it. Fans are engaging with the protection option at meaningful rates, signalling greater confidence in their purchases. For Nuweb ticketing partners, that trust has translated into measurable revenue gains with every transaction. For fans, these numbers mean confidence. They know their purchase is safe, which builds trust in the event experience. For organisers, it means real revenue at scale, with every transaction contributing directly to the bottom line. For us, it's evidence that when design and integration are done right, optional add-ons stop feeling optional—they become a natural, trusted part of the fan journey.

benchmark of 15%.

Nuweb Group is a trusted event technology Partner,

delivering tailored solutions for organisers, promoters,

37%45%

Average basket value rises by 45% when protection is selected.

of fans now choose ticket protection with

Nuweb - more than double the industry

Website

Founded

Key stakeholders

**ABOUT NUWEB** 

enterprises had access to the kind of infrastructure needed to operate at scale. Today, Nuweb extends that same capability to event operators of all sizes - combining advanced technology with a flexible API to deliver platforms that are resilient, and

prepared for the future. Their open architecture integrates

with CRMs and external systems, while enabling partnerships

venues, and ticketing providers. Historically, only the largest

in dynamic pricing, ticket upgrades, and global payment gateways. Their mission is simple: help ticketing providers to maximise revenue, scale with confidence, and deliver standout audience experiences.

Industry Ticketing Technology HQ Manchester Company size 11 - 50 Employees "Nuweb's ecosystem is built on a simple principle: every integration should deliver measurable value for both fans and

partners. Our partnership with Protect Group puts that principle

into practice. By embedding ticket protection directly into the

Nuweb platform, fans can make clear, informed choices about

ticket protection during checkout. For partners, each transaction

www.nuwebgroup.com

Ethan Dean

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adds revenue and builds an edge by offering fans greater confidence and peace of mind. This case proves that the right integrations can meet fan expectations and drive partner growth turning innovation into measurable impact." ETHAN DEAN Marketing Manager We knew adoption wouldn't come from simply "switching on" الا) nuwebgroup protection at checkout. It had to be designed in a way that felt natural, transparent, and fair to fans - and seamless for

partners to implement.

Average refund payment in less than four hours for complete applications

Make My Booking Refundable

**Refundable Booking** 

Non-refundable Booking

02. Widget

The Refund Protect

Nuweb's booking

widget was adapted to

journey, ensuring the

design



**RECOMMENDED** 

Accident & illness Home or family emergency Severe weather and many more... No stress, no hassle—just peace of mind. If you can't make it and have supporting evidence, we'll refund you in full. Check the details in our terms & conditions.

US\$10.00

per person

consultation

01. Initial

THE SOLUTION

Protect Group met with Nuweb's leadership to explore how Refund Protect could address booking hesitation while aligning with the OTA's customer-first philosophy. TECHNOLOGY AND

### option appeared seamlessly at checkout alongside flexible payment methods.

managed with continuous collaboration between Protect Group's product team and Nuweb's developers, ensuring clarity and efficiency throughout. The products and platforms that contributed to partner success.

03. Open

communication

Implementation was

05. Strategic

go-live timing

The launch was timed

to align with key sales

periods for Nuweb's

partners, helping to

adoption and quickly

deliver measurable

maximise early

results.

04. Integration

and testing

**Protect Group** 

supported integration

via iframe, followed by

functionality, and user

detailed testing to

experience across Nuweb's partner

events.

validate pricing,

# PRODUCTS USED

**Refund Protect** 

Refund Protect is all about turning life's unexpected moments into stress-free solutions. We give your customers the option to upgrade to a refundable ticket at checkout, so if they can't attend, they're covered.

## Pulse is our powerful PaaS solution designed to integrate

**Pulse Platform** 

effortlessly with your systems. It delivers tailored products that enhance every stage of your customer's journey.

## **Pulse Reporting Dashboard**

The Pulse Reporting Dashboard is a comprehensive real-time reporting dashboard designed to give our Partners deep insights into the performance of Refund Protect and our full range of ancillary products.