

# 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.

THE SOLUTION

To address this, Nuweb partnered with Protect Group, a 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.

THE RESULT

Since introducing the Protect Group integration, adoption has 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.

37%

of fans now choose ticket protection with Nuweb - more than double the industry benchmark of 15%.

45%


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

ABOUT NUWEB

Nuweb Group is a trusted event technology Partner, delivering tailored solutions for organisers, promoters, venues, and ticketing providers. Historically, only the largest 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 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.

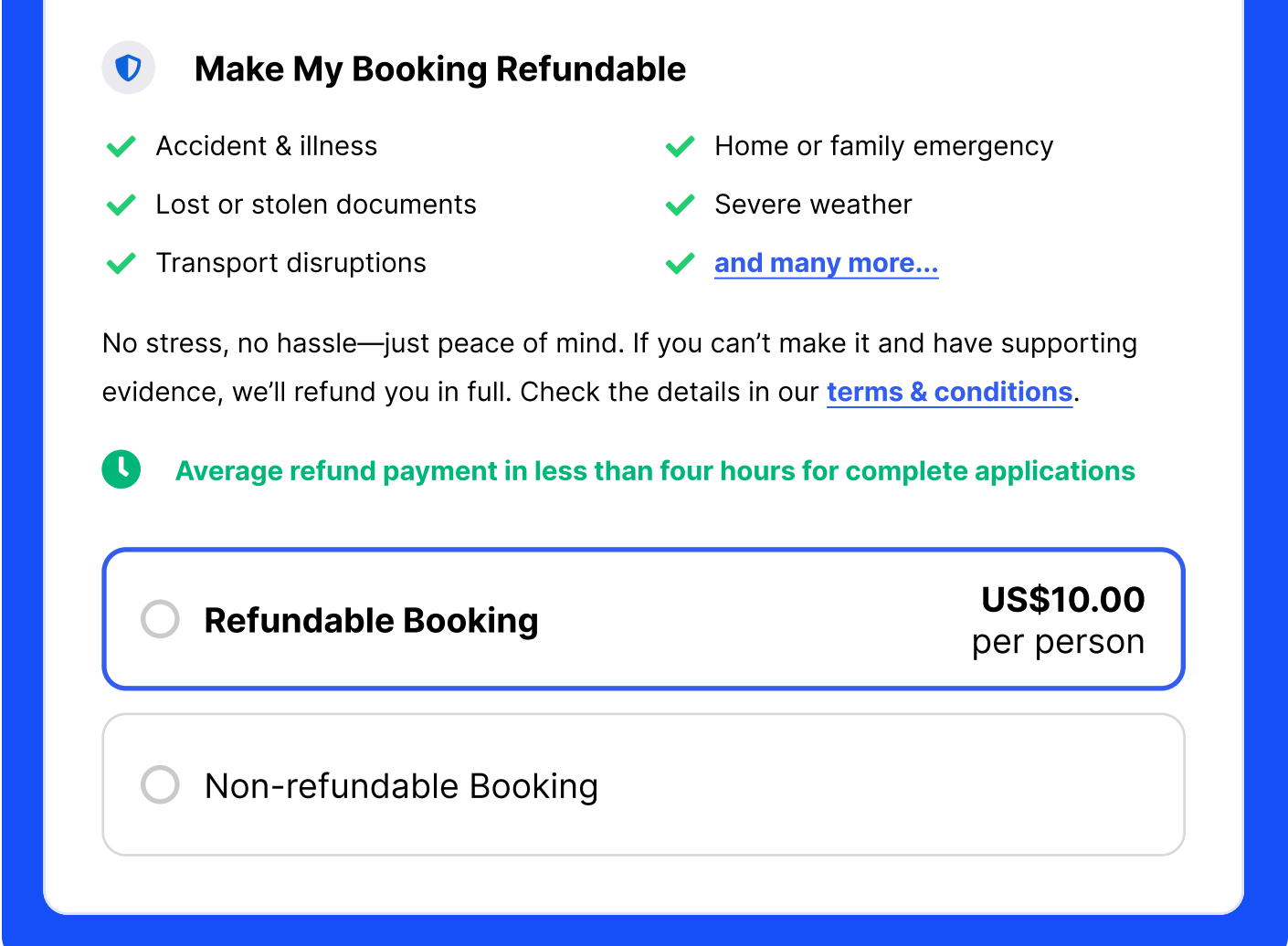
Website	<a href="http://www.nuwebgroup.com">www.nuwebgroup.com</a>
Key stakeholders	Ethan Dean
Founded	2019
Industry	Ticketing Technology
HQ	 Manchester
Company size	11 - 50 Employees

“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 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*

nuwebgroup

We knew adoption wouldn't come from simply “switching on” 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.



TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect

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

Pulse Platform

Pulse is our powerful PaaS solution designed to integrate 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.