

More confidence at checkout: How etix.my protected over US\$151,000 in ticket bookings with Refund Protect

THE CHALLENGE

Tickets for live experiences are often purchased weeks or months before an event. While customers may be excited to secure their place, uncertainty about what could happen between the booking date and the event can create hesitation at checkout.

For etix.my, the challenge was to reassure customers without complicating the purchasing journey. The business needed a solution that could be presented clearly within its user-friendly web and mobile experience while remaining an optional choice for the customer.

There was also an operational consideration. When customers can no longer attend an event, refund-related enquiries can create additional work for ticketing platforms, organisers and internal support teams. For a growing business with a focused team, reducing this complexity was an important part of improving the overall customer experience.

At the same time, etix.my wanted to identify relevant ancillary opportunities that could create additional value without forcing unnecessary products into the booking journey.

THE RESULTS

600+

bookings protected

\$152k+

in booking value protected

\$2,2k+

partner revenue in Q1, 2026

ABOUT ETIX.MY

etix.my is a Malaysian-owned online ticketing portal offering tickets for a wide range of events and entertainment experiences.

Customers can browse and purchase tickets for concerts, festivals, sporting events, theatre productions, and other live experiences through a user-friendly web and mobile platform. Secure payment options and a straightforward purchasing journey help deliver a smooth, reliable booking experience.

Founded in 2023 and headquartered in Kuala Lumpur, etix.my works to make event discovery and ticket purchasing more accessible for customers while supporting organisers with dependable digital ticketing capabilities.

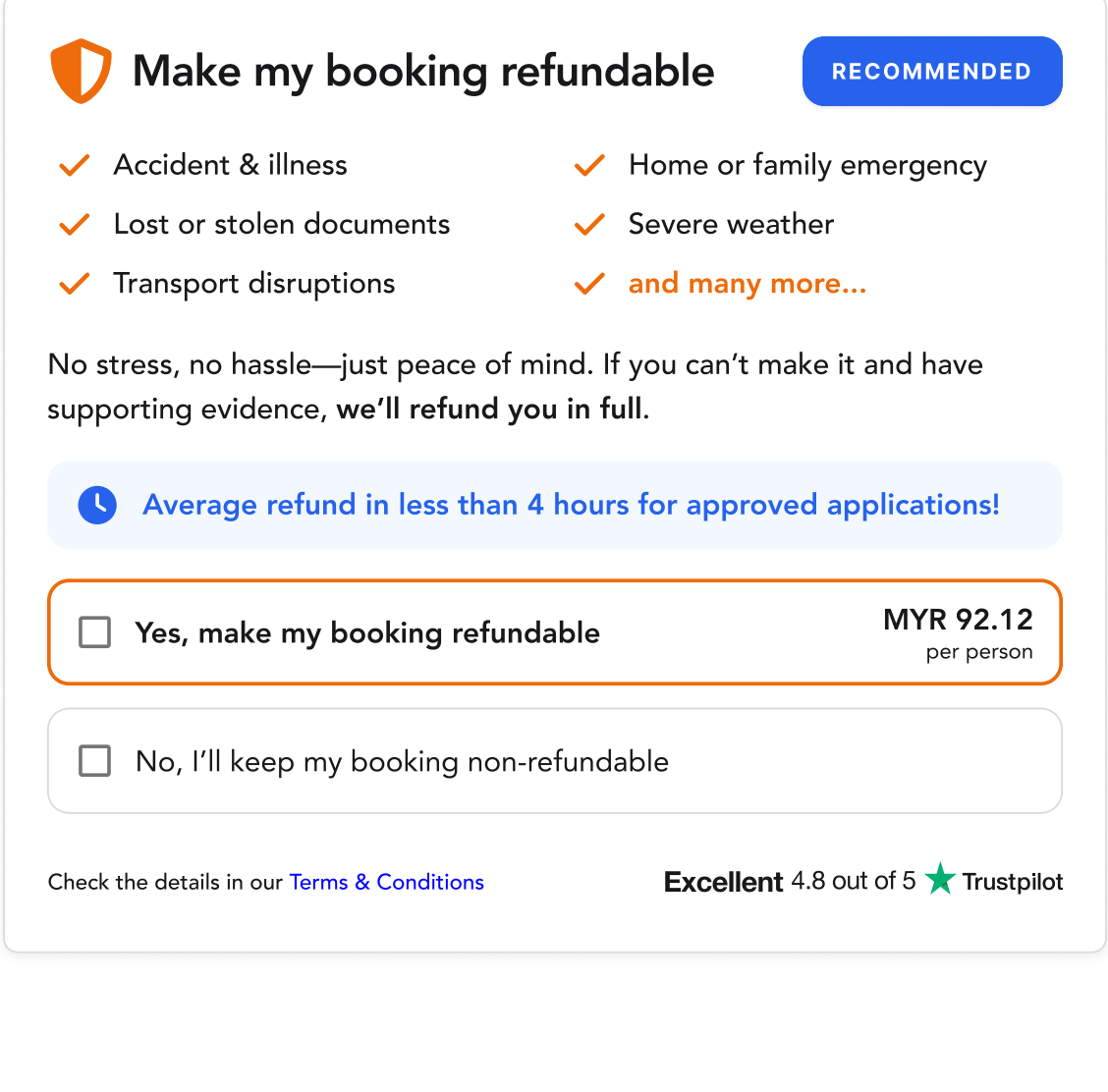
Website	www.etix.my
Key stakeholders	Kinnix Chan
Founded	2023
Industry	Events and entertainment ticketing
HQ	 Kuala Lumpur, Malaysia
Company size	1 - 10

“Since introducing Refund Protect, we have seen customers increasingly value the additional flexibility and peace of mind available during the ticket purchase journey. The solution has also helped reduce the operational complexity associated with certain eligible refund requests, creating a better experience for customers, organisers and our internal support team.

“The partnership has created a new ancillary revenue opportunity for etix.my. Refund Protect allows us to enhance the customer experience, provide greater peace of mind to ticket buyers and create additional value for both etix.my and our event partners.”

KINNIX CHAN

Co-Founder and CEO





etix.my incorporated Refund Protect into its ticket purchasing journey to give customers additional reassurance when booking events in advance. The product was presented as an optional checkout upgrade, supported by a structured refund application process for eligible circumstances. This improved the experience for ticket buyers while reducing operational complexity for etix.my, its internal support team, and event organisers.

THE SOLUTION

By introducing Refund Protect into its booking journey, etix.my created an optional layer of reassurance for customers while opening a new ancillary revenue stream for the business.

At the time of reporting, Refund Protect had been selected on more than 600 bookings and protected US\$151,931 in booking value.

01. Identifying the customer confidence gap

etix.my recognised that customers purchasing tickets in advance may hesitate when they are uncertain about what will happen if they become unable to attend.

Refund Protect addressed this concern during the booking journey rather than leaving customers to consider the risk on their own.

02. Adding protection at the point of purchase

Refund Protect was incorporated into the etix.my checkout as an optional upgrade.

Presenting the product while customers completed their booking helped them understand the available protection and decide whether it was relevant to their circumstances.

03. Supporting customers and organisations

The solution introduced a more structured process for eligible refund requests. This helped reduce some of the operational pressure placed on the etix.my support team and event organisers while giving customers a clear route to request a refund.

04. Creating incremental revenue

Every Refund Protect purchase also created a revenue opportunity for etix.my. The partnership generated over US\$2k in partner revenue during Q1, 2026.

05. Improving the booking experience

In March 2026, the Refund Protect widget was refreshed to improve its presentation within the customer journey. The new experience gives etix.my a stronger foundation to communicate the benefits of Refund Protect and increase customer engagement as the platform develops.

THE RESULTS

Refund Protect has been selected on more than 600 bookings and protected US\$151,931 in booking value. The partnership generated US\$2,248 in partner revenue during Q1, 2026. A refreshed widget introduced in March 2026 has also created a stronger foundation for improving the customer journey and supporting future attachment growth.

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect
Enabled customers to easily upgrade their event and sports tickets to refundable ones, reducing hesitation and improving booking completion rates.

Pulse Reporting Dashboard
Gave etix.my real-time insight into adoption, performance, pricing impact, and behavioural patterns across global markets.