

Test, learn, scale: How Boletia increased Refund Protect conversion by 180%

THE CHALLENGE

Boletia wanted to diversify its revenue with a proven checkout product but did not know how ticket protection would perform within its own market. The business needed to understand potential customer uptake and incremental revenue without investing in the development of a proprietary solution.

THE RESULTS

8.52% conversion rate: unselected opt-in experience

20% conversion rate: pre-selected experience

180% relative increase in conversion

100% statistical confidence, as reported by Boletia

ABOUT BOLETIA

Boletia is a Mexican self-service ticketing and event technology platform.

The company enables independent promoters, major venues and other event organisers to sell tickets online, manage check-in and access control, and market their events.

Boletia supports a diverse range of live experiences, including concerts, festivals, theatre productions, conferences, sporting events and other forms of entertainment.

Founded in 2012 and headquartered in Mexico City, Boletia combines ticketing technology with tools designed to help organisers manage the full event journey. The company reported a team size of between 11 and 50 employees.

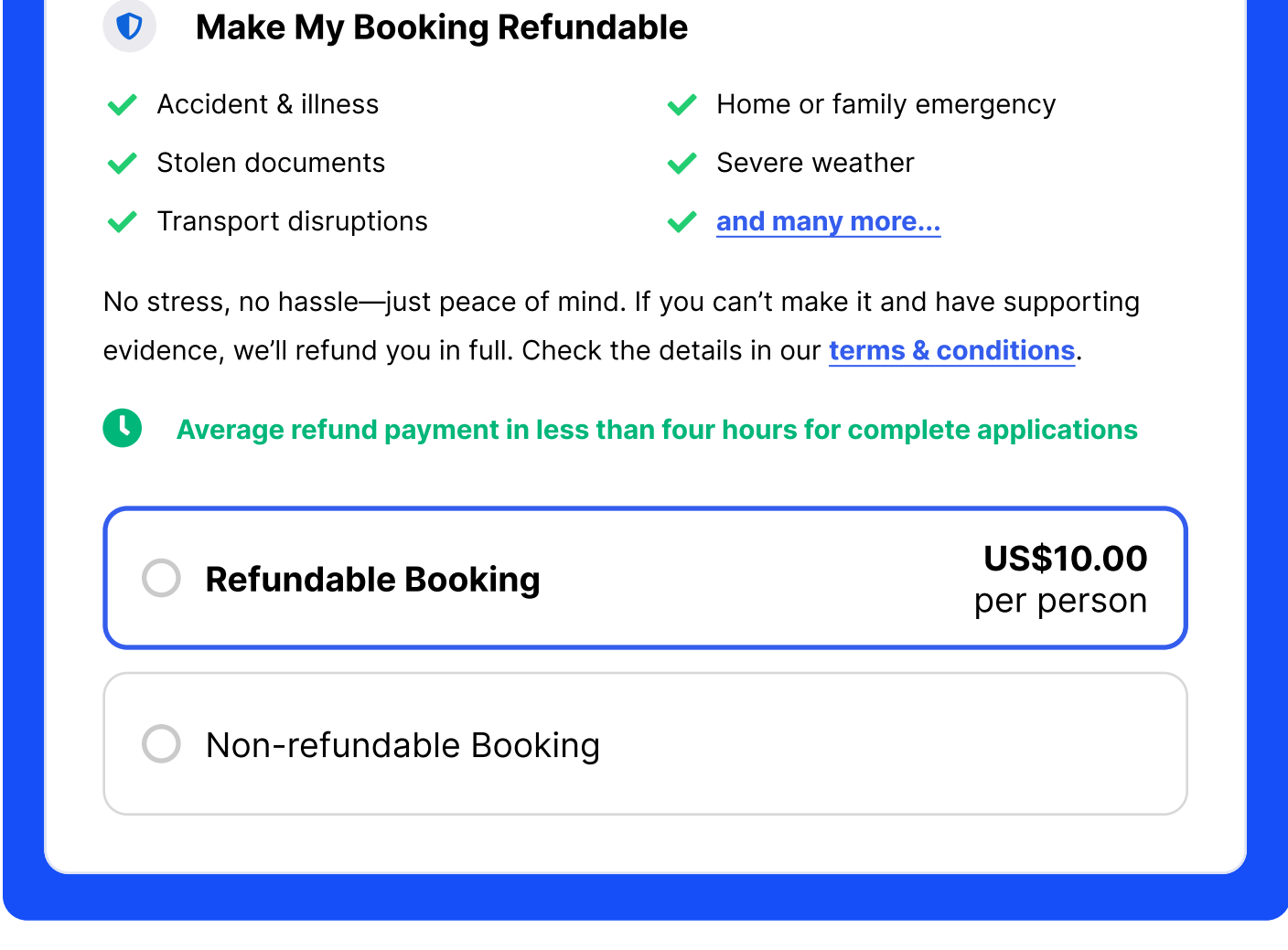
Website	https://organizadores.boletia.com/
Key stakeholders	Joshua Francia Torres
Founded	2012
Industry	Events and entertainment ticketing
HQ	 Mexico City, Mexico
Company size	1 - 50 employees

“We were looking to diversify our revenue with a proven B2C upsell at checkout, but we were not sure how it would perform in terms of conversion or the amount of incremental revenue it could generate.

Partnering with Protect Group allowed us to test and roll out Refund Protect using proven product and technology rather than building it ourselves. The data gave us the confidence to expand it across 100% of our events within around three weeks.”

JOSHUA FRANCIA TORRES

Founder and CEO



Rather than developing a new product and supporting technology internally, Boletia partnered with Protect Group to introduce Refund Protect, test its performance, and optimise how it was presented to customers.

The data quickly demonstrated the opportunity. In a controlled A/B test involving 9,351 sessions, changing the Refund Protect presentation from an unselected opt-in option to a pre-selected option increased conversion to 20%. This represented a 180% relative uplift and gave Boletia the confidence to expand Refund Protect across 100% of its events within approximately three weeks.

THE SOLUTION

Boletia partnered with Protect Group to integrate Refund Protect and test two different checkout presentations across 9,351 sessions. In an A/B test comparing an unselected opt-in presentation vs a pre-selected one, Boletia saw conversion increase from 8.52% to 20% when Refund Protect was presented as a pre-selected option. The result gave Boletia the evidence it needed to roll Refund Protect out across every event within approximately three weeks.



THE RESULTS

Refund Protect generated MXN 241,400 in gross profit during its first full month, exceeding Boletia's target by 223%. Approximately one year later, the product was protecting more than 6,200 bookings and 12,500 tickets in a single month and generating around MXN 472,500 in monthly gross profit. Customer satisfaction remained between 87% and 88%.

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect

Refund Protect gives customers the option to protect their booking against a wide range of unforeseen circumstances included within the terms.

Pulse Reporting Dashboard

Provided Boletia with real-time insights into adoption and performance, supporting data-driven optimisation and reporting.