Smarter Campaigns, Less Effort: How SeatGeek Uses Catalog & Snippets

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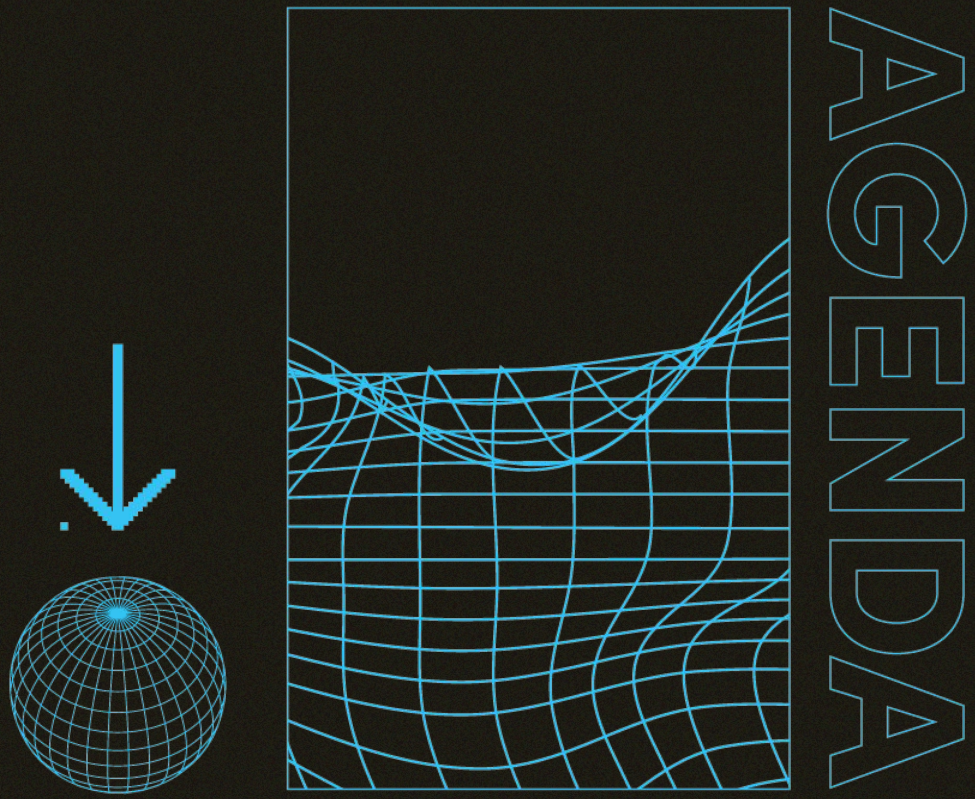
- Experienced sports and entertainment marketer ⚾🏈
- Die-hard Gator alum 🐊
- Big country music fan 🤠🎤
- Book nerd 📖
- Avid traveler ✈️
- Dog mom (& soon to be human mom 👶)

Agenda

1. SeatGeek background
2. The challenge
3. The power of automation & dynamic content
4. Lessons learned & best practices
5. Q&A



About SeatGeek

We believe live events are powerful experiences that unite humans.

SeatGeek builds the technology to make more of these experiences possible.

The goal

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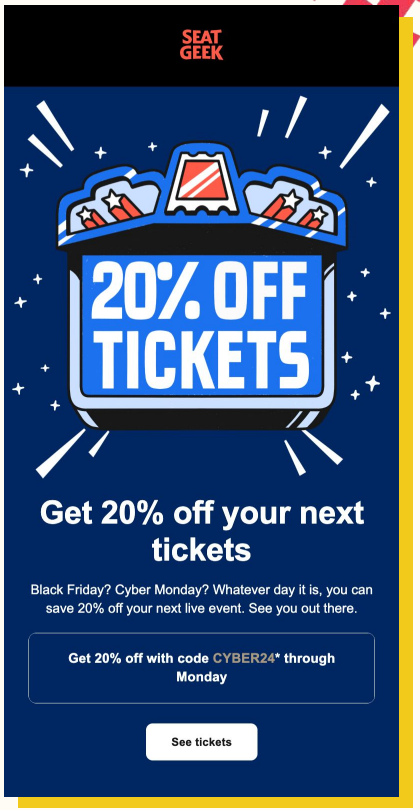
Engaging customers

during high-stakes sales periods

How do we optimize holiday campaigns with personalized offers while avoiding manual errors and bogging down our team with lengthy, tedious steps to get there?



Challenges we faced

Manual errors & inefficiencies

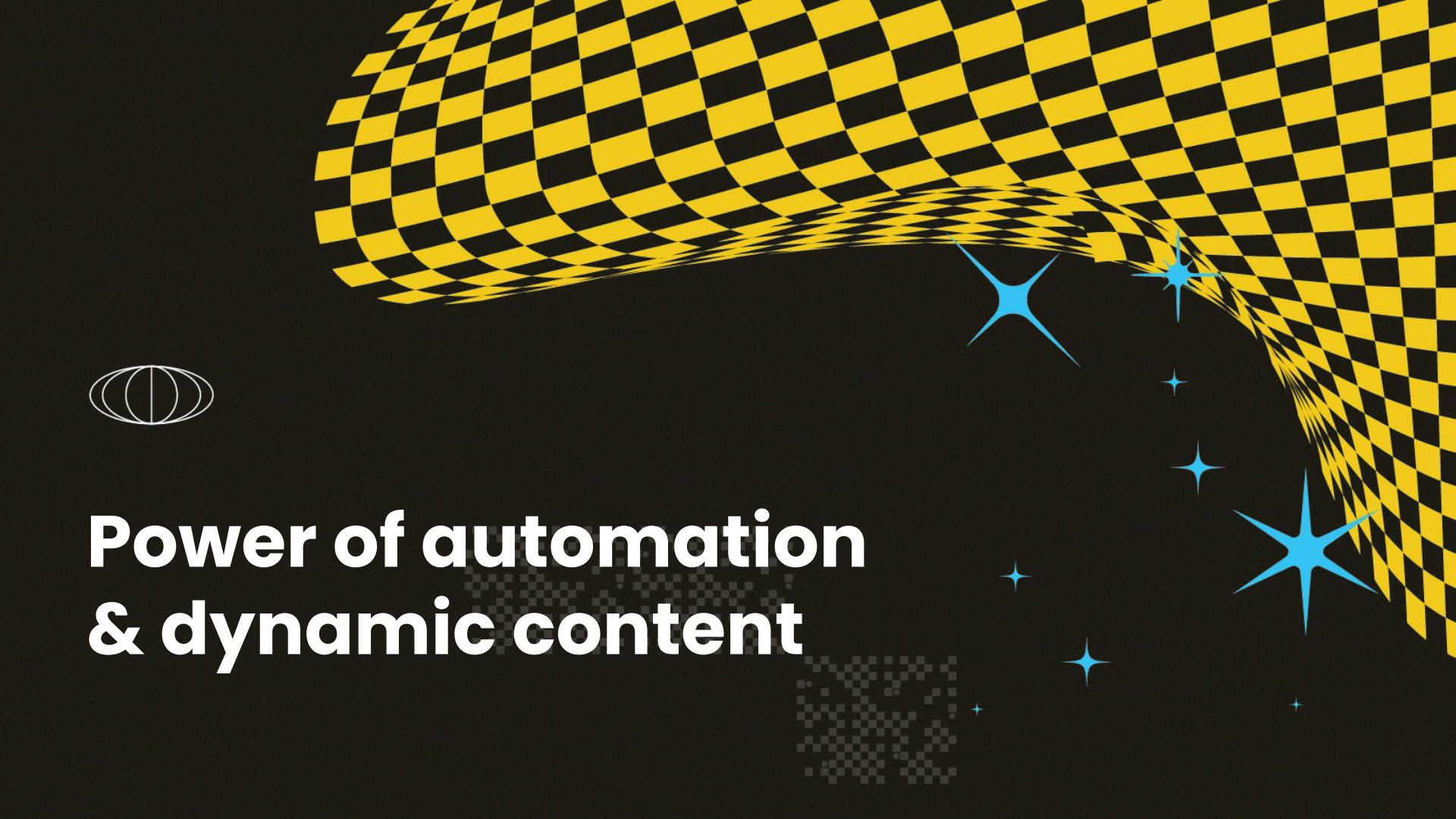
Accuracy and efficiency are always the goal, but personalization can make that challenging. How can we accomplish personalization across various campaigns without impacting accuracy and efficiency?

Resource constraints

Personalization drives engagement but creating it isn't always an easy task. How can we personalize multiple campaigns without bogging down members of our team and relying on multiple other teams with various tasks?

Scaling campaigns

Personalization shouldn't just live in some of your campaigns, you should scale across all campaigns to maximize engagement. But how can you do that efficiently and accurately?

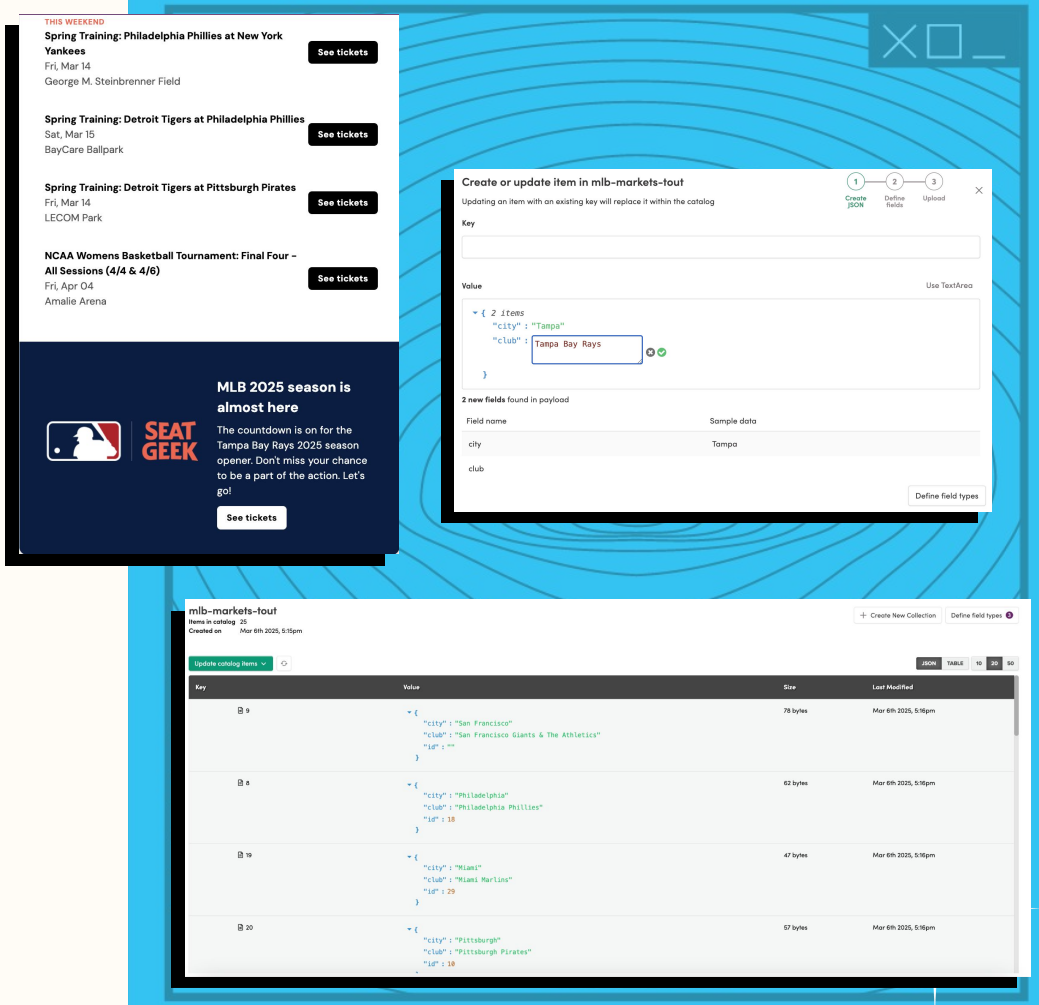

Power of automation
& dynamic content

Automation & dynamic content tools

What is Catalog?

And how to use it

- Richer messages
- Personalization at scale
- Maximum relevancy

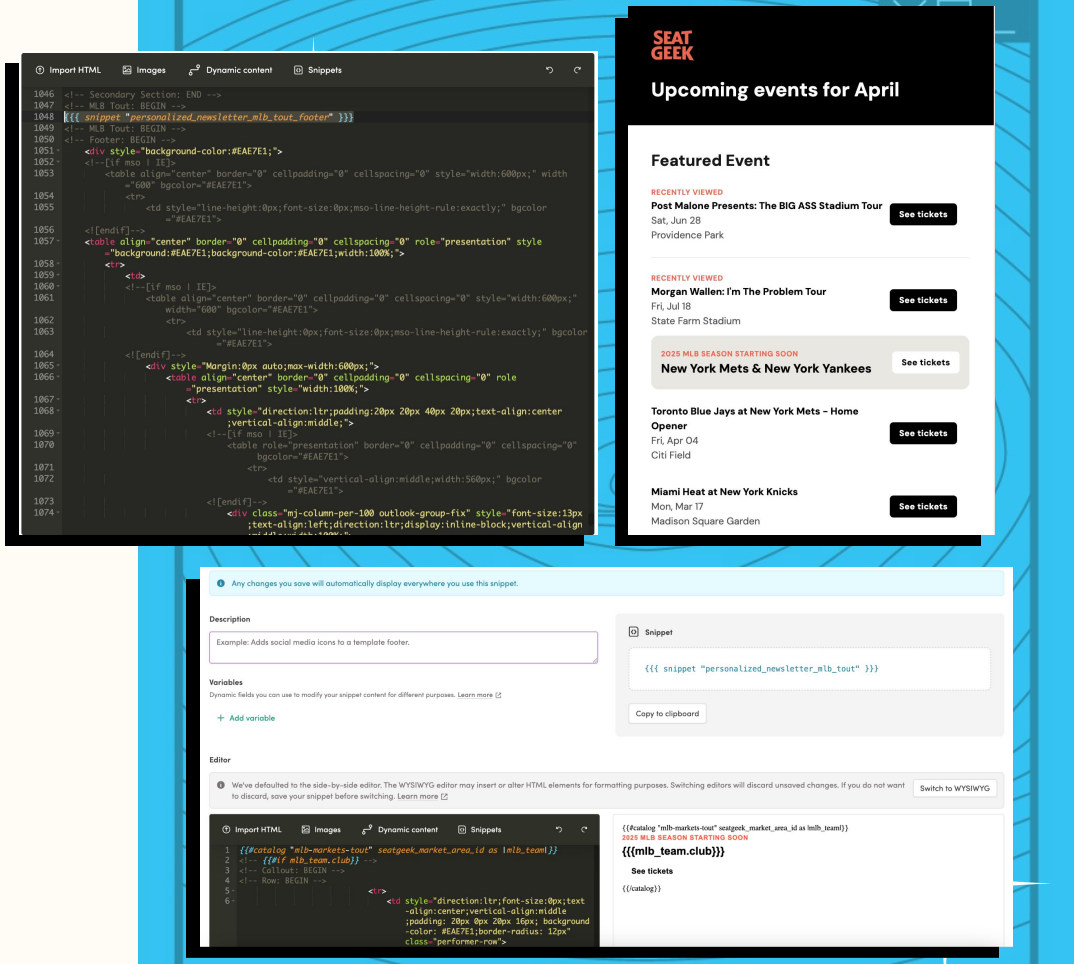


Automation & dynamic content tools

What are Snippets?

And how to use it

- Manage frequently used elements like email headers and footers
- Store complex logic blocks
- Update multiple templates at the same time



Catalog & Snippets

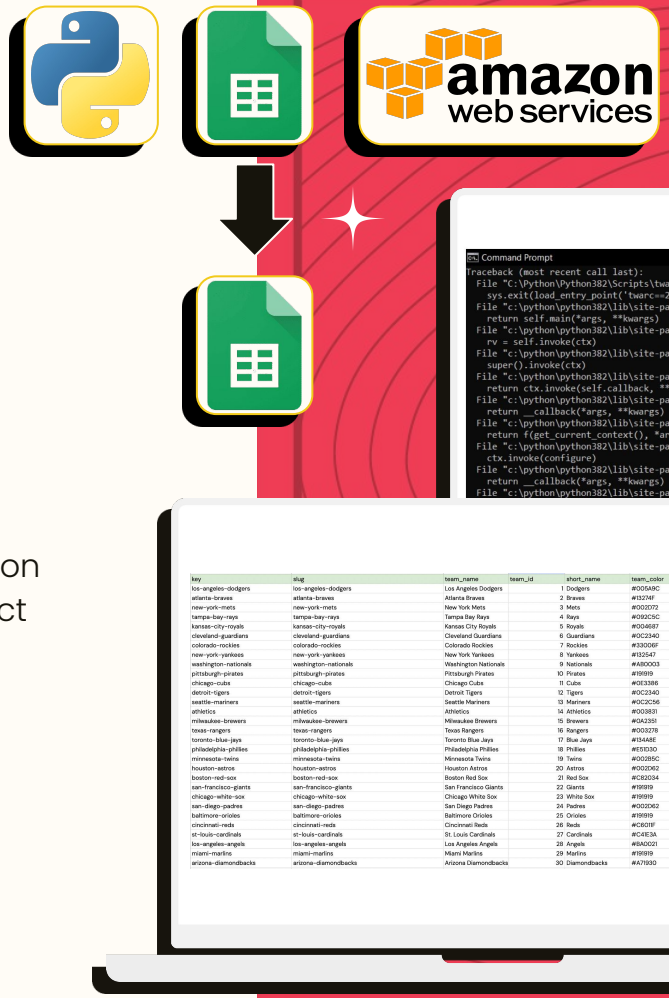
Why do they matter?

Catalog & Snippets

Reducing manual errors

And overall workload

- Pre-Catalog, custom personalization was time consuming and imperfect
- Catalog creates centralized documentation of information we can't pull with the API

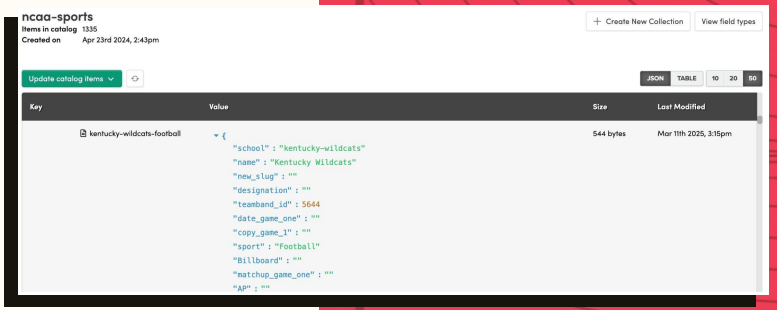


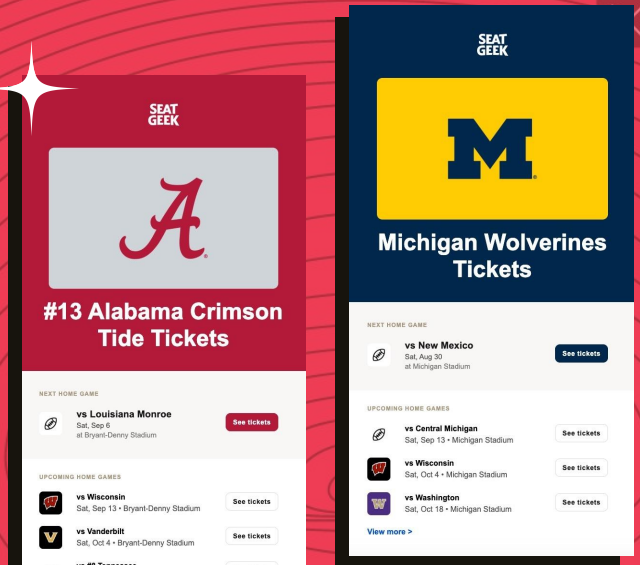
Snippets

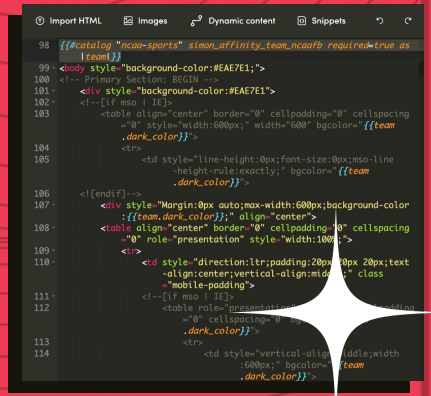
Consistency & time-cutting

Across multiple campaigns

- Template consistency
- Cutting time & effort







SeatGeek Success Examples

Holiday sales revenue

Automating & optimizing success

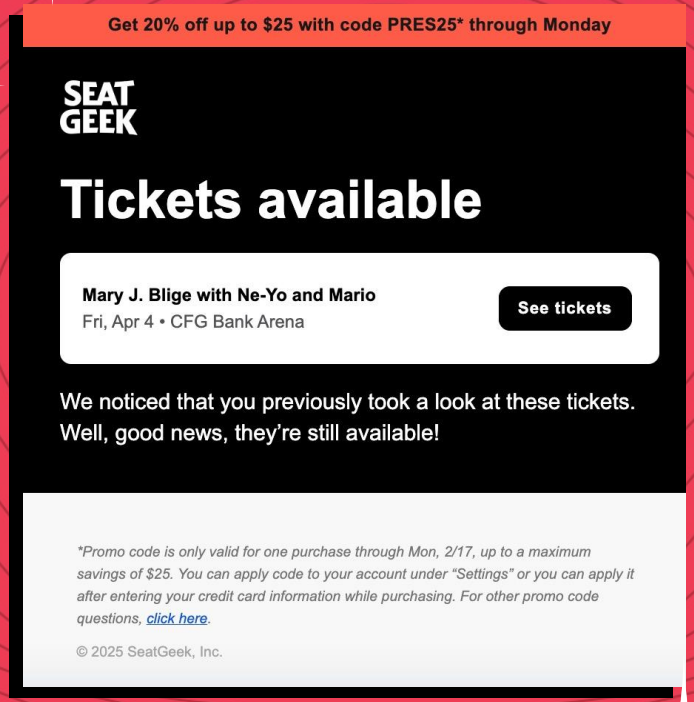
Because of catalog, we are able to easily run complex tests in each holiday campaign. We have 8 holiday campaigns each year and we run each with 4-5 test panels. Through these tests powered by Catalog we have been able to continuously optimize our promo campaigns.

SeatGeek Success Examples

Optimizing cart abandonment

Custom & efficient messaging

- Ability to include holiday promo code snippets across all abandonment campaigns
- Increased promo code visibility and frequency further down the funnel without additional email sends
- Accuracy in promo code panel per user



Lessons learned
& best practices

Common mistakes to avoid

Overcomplicating automation

There are tools ready for you to use today. Start small and scale based on your learnings.

Ignoring data-driven optimizations

Once you start building your automation, don’t forget to test and iterate. Use the information you learn from various A/B tests and find ways to implement learnings into your automations for further optimization.

Failing to integrate

Don’t forget to integrate with the broader marketing strategy your team is working towards for optimized results and learnings to apply at a larger scale.

Key takeaways

Automate where possible, but maintain a human touch

Automation isn’t one size fits all but it also doesn’t have to be time consuming and tedious with the right tools and practices.

Leverage dynamic content to scale personalization

With tools like Catalog and Snippets you can personalize at a scale that can drive real impact.

Test and iterate - what works today may not work tomorrow

Marketing is constantly evolving and so should your practices. Test new ideas in efficient ways to learn how to improve for the next campaign.

Put it into practice

What campaign can you start to implement these tools in today?

WE'D LOVE YOUR FEEDBACK

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

BONUS

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**

RECORDING WILL BE AVAILABLE ON APRIL 10TH!

ITERABLE
Thank you!