



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

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# Hannah Starr

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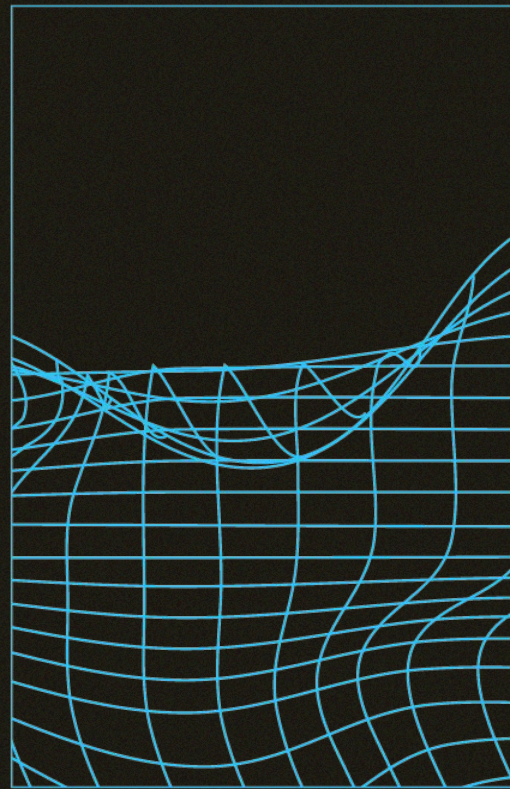
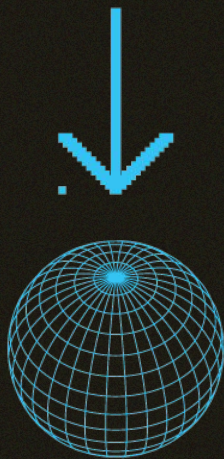
- Experienced sports and entertainment marketer 🏈🏈
- Die-hard Gator alum 🐊
- Big country music fan 🎸🎤
- Book nerd 📖
- Avid traveler ✈️
- Dog mom (& soon to be human mom 🐶)





# Agenda

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



AGENDA



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

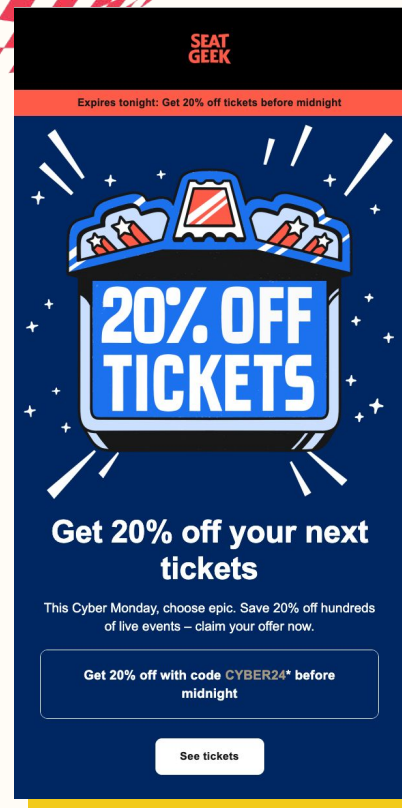


## The Goal

# 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


**THIS WEEKEND**

**Spring Training: Philadelphia Phillies at New York Yankees**  
Fri, Mar 14  
George M. Steinbrenner Field [See tickets](#)

**Spring Training: Detroit Tigers at Philadelphia Phillies**  
Sat, Mar 15  
BayCare Ballpark [See tickets](#)

**Spring Training: Detroit Tigers at Pittsburgh Pirates**  
Fri, Mar 14  
LECOM Park [See tickets](#)

**NCAA Womens Basketball Tournament: Final Four - All Sessions (4/4 & 4/6)**  
Fri, Apr 04  
Amalie Arena [See tickets](#)

 **SEAT GEEK**

**MLB 2025 season is almost here**  
The countdown is on for the Tampa Bay Rays 2025 season opener. Don't miss your chance to be a part of the action. Let's go!

[See tickets](#)

Create or update item in mlb-markets-tout

Updating an item with an existing key will replace it within the catalog

1 Create JSON 2 Define fields 3 Upload

Key

Value

Use TextArea

`{ 2 items  
 "city": "Tampa"  
 "club": "Tampa Bay Rays"  
}`

2 new fields found in payload

Field name	Sample data
city	Tampa
club	

Define field types

mlb-markets-tout

Items in catalog: 25  
Created on: Mar 6th 2025, 5:16pm

[Update catalog items](#)

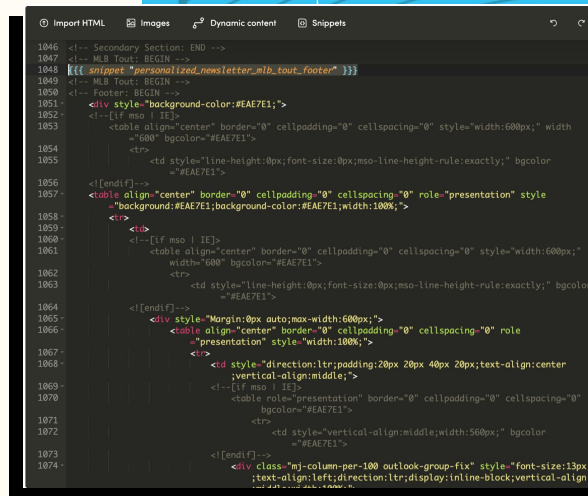
Key	Value	Size	Last Modified
0	<pre>{   "city": "San Francisco"   "club": "San Francisco Giants &amp; The Athletics"   "lg": "" }</pre>	78 bytes	Mar 6th 2025, 5:16pm
4	<pre>{   "city": "Philadelphia"   "club": "Philadelphia Phillies"   "lg": "NL" }</pre>	62 bytes	Mar 6th 2025, 5:16pm
19	<pre>{   "city": "Miami"   "club": "Miami Marlins"   "lg": "NL" }</pre>	47 bytes	Mar 6th 2025, 5:16pm
20	<pre>{   "city": "Pittsburgh"   "club": "Pittsburgh Pirates"   "lg": "NL" }</pre>	57 bytes	Mar 6th 2025, 5:16pm

## Automation & dynamic content tools

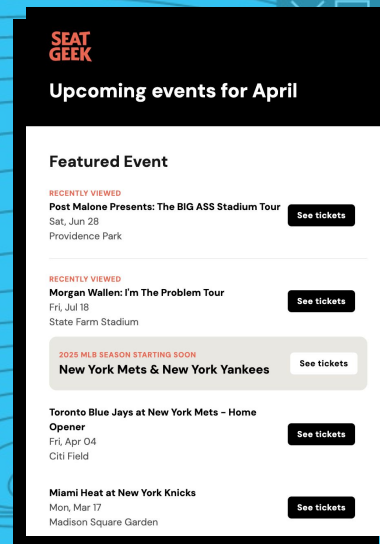
# What are Snippets?

## 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



```
1046 <!-- Secondary Section: END -->
1047 <!-- MLB Tout: BEGIN -->
1048 {{{ snippet "personalized_newsletter_mlb_tout_footer" }}}
1049 <!-- MLB Tout: BEGIN -->
1050 <!-- Footer: BEGIN -->
1051 <div style="background-color:#EAE7E1;"
1052 <!--[if mso | IE]
1053 <table align="center" border="0" cellpadding="0" cellspacing="0" style="width:600px; width
1054 <tr>
1055 <td style="line-height:0px;font-size:0px;mso-line-height-rule:exactly;" bgcolor
1056 <!--[endif]-->
1057 <table align="center" border="0" cellpadding="0" cellspacing="0" role="presentation" style
1058 <tr>
1059 <td>
1060 <table align="center" border="0" cellpadding="0" cellspacing="0" style="width:600px;"
1061 <tr>
1062 <td style="line-height:0px;font-size:0px;mso-line-height-rule:exactly;" bgcolor
1063 <!--[endif]-->
1064 <div style="margin:0px auto;max-width:600px;"
1065 <div align="center" border="0" cellpadding="0" cellspacing="0" role
1066 <tr>
1067 <td style="direction:ltr;padding:20px 20px 40px 20px;text-align:center
1068 <!--[if mso | IE]
1069 <table border="0" cellpadding="0" cellspacing="0"
1070 <tr>
1071 <td style="vertical-align:middle;width:500px;" bgcolor
1072 <!--[endif]-->
1073 <div class="n-column-per-100 outlook-group-fix" style="font-size:13px
1074 <div class="n-column-per-100 outlook-group-fix" style="font-size:13px
```



**SEAT GEEK**

### Upcoming events for April

#### Featured Event

**RECENTLY VIEWED**

**Post Malone Presents: The BIG ASS Stadium Tour**  
Sat, Jun 28  
Providence Park  
[See tickets](#)

**RECENTLY VIEWED**

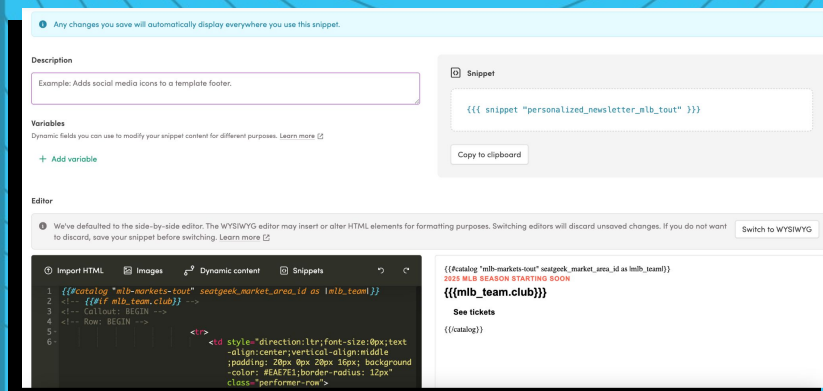
**Morgan Wallen: I'm The Problem Tour**  
Fri, Jul 18  
State Farm Stadium  
[See tickets](#)

**2025 MLB SEASON STARTING SOON**

**New York Mets & New York Yankees**  
[See tickets](#)

**Toronto Blue Jays at New York Mets - Home Opener**  
Fri, Apr 04  
Citi Field  
[See tickets](#)

**Miami Heat at New York Knicks**  
Mon, Mar 17  
Madison Square Garden  
[See tickets](#)



Any changes you save will automatically display everywhere you use this snippet.

**Description**

Example: Adds social media icons to a template footer.

**Variables**

Dynamic fields you can use to modify your snippet content for different purposes. [Learn more](#)

[+ Add variable](#)

**Editor**

We've defaulted to the side-by-side editor. The WYSIWYG editor may insert or alter HTML elements for formatting purposes. Switching editors will discard unsaved changes. If you do not want to discard, save your snippet before switching. [Learn more](#)

[Switch to WYSIWYG](#)

**Snippet**

```
{{{ snippet "personalized_newsletter_mlb_tout" }}}
```

[Copy to clipboard](#)

**Import HTML** **Images** **Dynamic content** **Snippets**

```
1 <!-- Row: BEGIN -->
2 <div class="n-column-per-100 outlook-group-fix" style="font-size:13px
3 <table border="0" cellpadding="0" cellspacing="0" style="width:100%; background
4 <tr>
5 <td style="vertical-align:middle; width:500px;" bgcolor="#EAE7E1"
6 <div style="margin:0px auto;max-width:600px;"
7 <div align="center" border="0" cellpadding="0" cellspacing="0" role="presentation" style="width:100%;">
```





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

key	slug	team_name	team_id	short_name	team_color	promotion_one
los-angeles-dodgers	los-angeles-dodgers	Los Angeles Dodgers	1	Dodgers	#0056b3	Orel Hershiser Jersey
atlanta-braves	atlanta-braves	Atlanta Braves	2	Braves	#e69138	Magnific Schedule
new-york-mets	new-york-mets	New York Mets	3	Mets	#002d62	Jack Lico Players Pin
tampa-bay-rays	tampa-bay-rays	Tampa Bay Rays	4	Rays	#00b0f0	Magnific Schedule
kansas-city-royals	kansas-city-royals	Kansas City Royals	5	Royals	#004c8c	Veritas Paquetiere Bobblehead
cleveland-guardians	cleveland-guardians	Cleveland Guardians	6	Guardians	#002d62	2025 Magnific Schedule
colorado-rockies	colorado-rockies	Colorado Rockies	7	Rockies	#c43a21	Magnet Schedule
new-york-yankees	new-york-yankees	New York Yankees	8	Yankees	#132e47	Veritas Calendar
washington-nationals	washington-nationals	Washington Nationals	9	Nationals	#a80033	Opening Day T-Shirt
pittsburgh-pirates	pittsburgh-pirates	Pittsburgh Pirates	10	Pirates	#990099	Magnific Schedule
chicago-cubs	chicago-cubs	Chicago Cubs	11	Cubs	#002d62	Magnet Schedule
detroit-tigers	detroit-tigers	Detroit Tigers	12	Tigers	#c43a21	Tiger Fanart
seattle-mariners	seattle-mariners	Seattle Mariners	13	Mariners	#002d62	Magnific Schedule
athletics	athletics	Athletics	14	Athletics	#002d62	Trucker Hat
milwaukee-brawlers	milwaukee-brawlers	Milwaukee Brewers	15	Brewers	#004c8c	2025 Magnific Schedule
texan-rangers	texan-rangers	Texas Rangers	16	Rangers	#002d62	Magnific Schedule
toronto-blue-jays	toronto-blue-jays	Toronto Blue Jays	17	Blue Jays	#004c8c	Veritas Quarters & Bobblehead
philadelphia-phillies	philadelphia-phillies	Philadelphia Phillies	18	Phillies	#e69138	2024 NL East Champions Perant
minnesota-twins	minnesota-twins	Minnesota Twins	19	Twins	#002d62	Opening Day Blank
houston-astros	houston-astros	Houston Astros	20	Astros	#002d62	Magnific Schedule
boston-red-sox	boston-red-sox	Boston Red Sox	21	Red Sox	#c43a21	Duran All-Star Game Bobblehead
san-francisco-giants	san-francisco-giants	San Francisco Giants	22	Giants	#990099	Alan Chapman Bobblehead
chicago-white-sox	chicago-white-sox	Chicago White Sox	23	White Sox	#990099	125th Anniversary Plush Blanket
san-diego-padres	san-diego-padres	San Diego Padres	24	Padres	#002d62	Jackson Merril Bobblehead
baltimore-orioles	baltimore-orioles	Baltimore Orioles	25	Orioles	#990099	Orion Baby Towel
cincinnati-reds	cincinnati-reds	Cincinnati Reds	26	Reds	#c43a21	2025 Reds Schedule Sticker
st-louis-cardinals	st-louis-cardinals	St. Louis Cardinals	27	Cardinals	#c43a21	2025 Cardinals Magnet Schedule
los-angeles-angels	los-angeles-angels	Los Angeles Angels	28	Angels	#002d62	Wall Calendar
miami-marlins	miami-marlins	Miami Marlins	29	Marlins	#990099	Jeff Corine Ho Bobblehead
arizona-diamondbacks	arizona-diamondbacks	Arizona Diamondbacks	30	Diamondbacks	#a80033	Fireworks Night

```
Command Prompt
Traceback (most recent call last):
  File "C:\Python\Python382\Scripts\twarc2-script.py", line 33, in <module>
    sys.exit(twarc_entry_point('twarc2=2.1.5', 'console_scripts', 'twarc2'))
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 1137, in __call__
    return self.main(*args, **kwargs)
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 1062, in main
    rv = self.invoke(ctx)
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 1665, in invoke
    super().invoke(ctx)
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 1484, in invoke
    return ctx.invoke(self.callback, **ctx.params)
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 763, in invoke
    return __callback(*args, **kwargs)
  File "C:\Python\Python382\lib\site-packages\click\decorators.py", line 26, in new_func
    return f(get_current_context(), *args, **kwargs)
  File "C:\Python\Python382\lib\site-packages\twarc\command2.py", line 182, in twarc2
    ctx.invoke(configure)
  File "C:\Python\Python382\lib\site-packages\click\core.py", line 763, in invoke
    return __callback(*args, **kwargs)
  File "C:\Python\Python382\lib\site-packages\click\decorators.py", line 26, in new_func
```

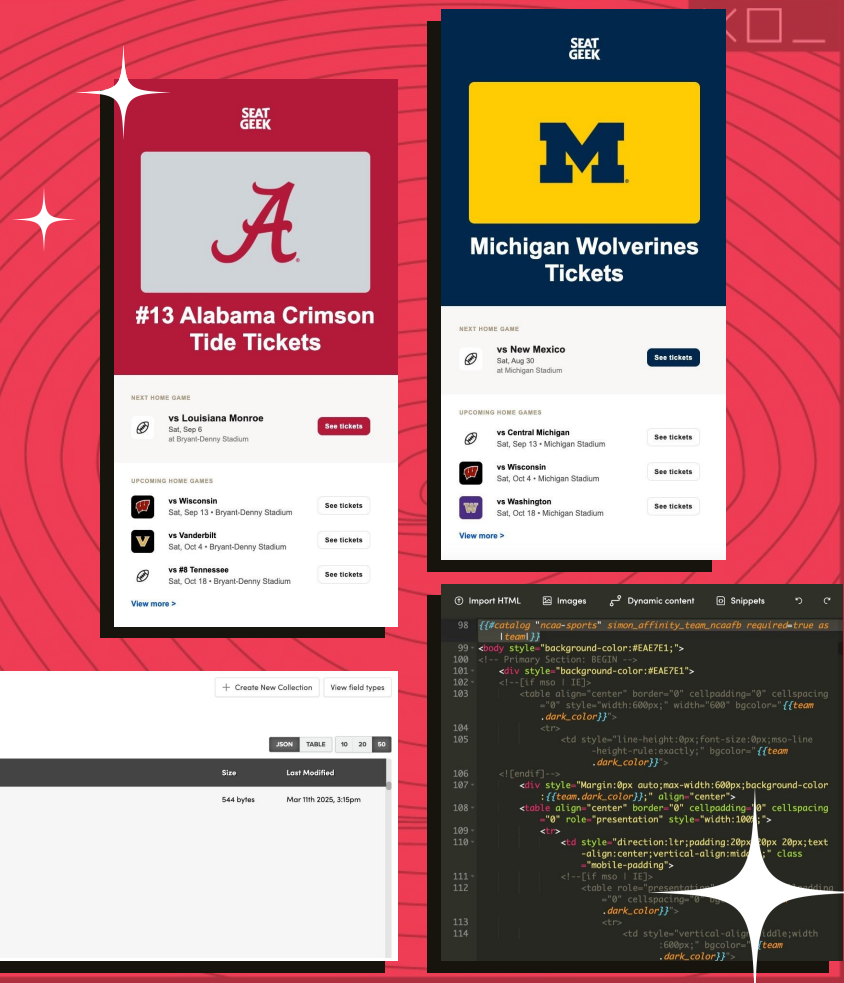
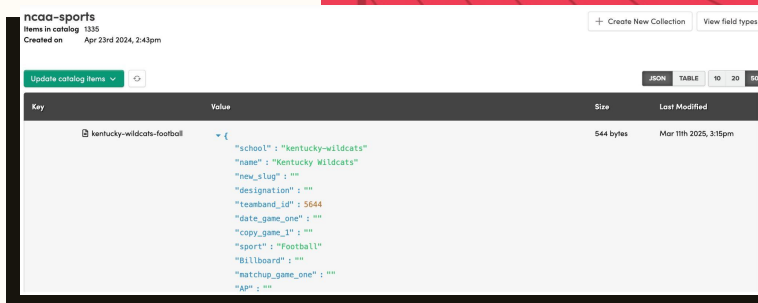
```
133, in configure
    in write
    vani\\AppData\\Roaming\\twarc\\config'
```



## 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.



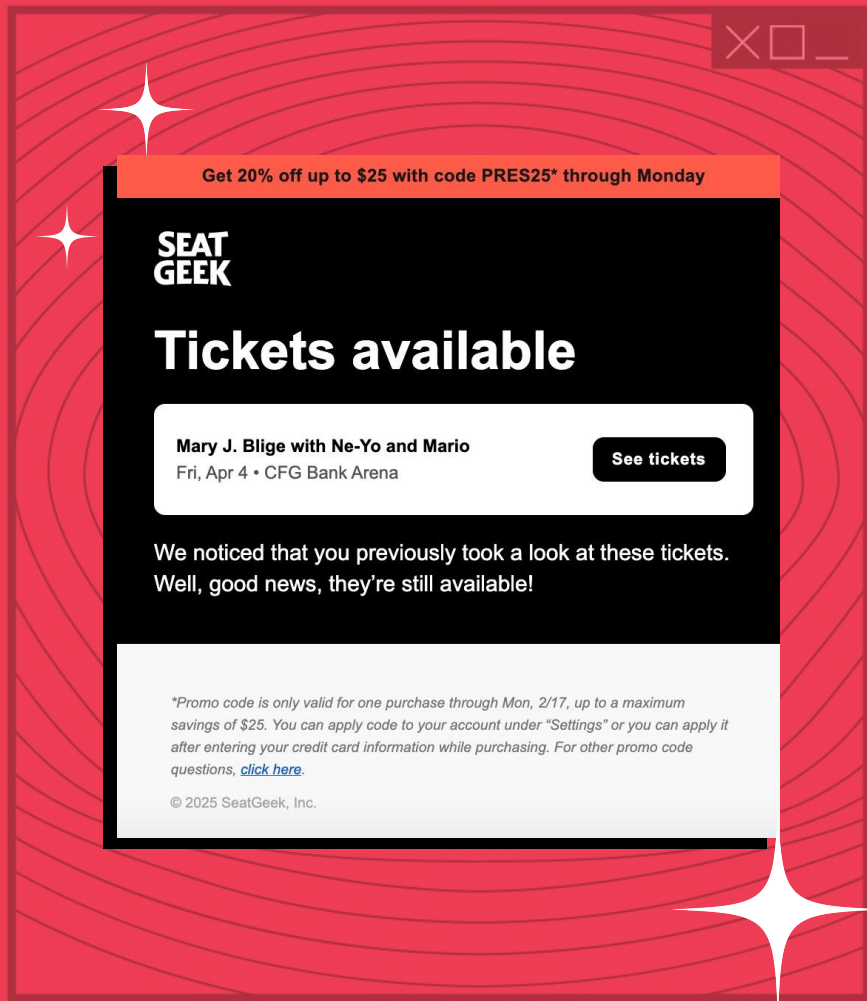


## SeatGeek Success Examples

# 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!**