ticketsolve

Watermans Arts Centre
Case Study

How Watermans increased their online conversion rate by 48% by moving from their iframe integration to Ticketsolve's standard integration.

watermans

Introduction

Watermans Arts Centre

Situated in West London, on the banks of the River Thames, Watermans is one of the largest arts centres in the area. As an independent charity and social enterprise, the centre attracts a large audience through its outreach programme.

Housing an independent cinema alongside a 250-seat theatre, art gallery and various other creative spaces for their community remit, Watermans programmes a year-round series of film, children's theatre, performing arts and free exhibitions. The arts centre also has an esteemed reputation for cabaret and comedy, and houses a large riverside café bar and restaurant.

Watermans' mission statement is "to bring communities together through cultural participation". Any revenue which is generated through ticket sales and other sources is invested back into the arts centre to develop additional events and opportunities for the entire community.

Delivering an extensive learning and youth participation programme means that Watermans (London) and their outdoor venue, Bell Square (Hounslow) offers over 2,000 sessions per year with attendances of over 50,000.

The Problem

Watermans wanted to improve their conversion rates.

Watermans were using an iframe integration for Ticketsolve and from some simple benchmarking, it was evident that they were not reaching conversion goals as compared to other Ticketsolve customers. An iframe integration basically means that one website sits inside another website. In Watermans' case, the Ticketsolve website lived within their website meaning that customers would not have to leave their site to book their tickets. Whilst this sounds great, there are some limitations. For example, iframes don't tend to work well on mobile devices, you lose a bit of data from Google Analytics etc. The data was showing us that Watermans' customers were not completing transactions, which was negatively impacting sales. The team needed to understand why.

Working with Watermans and using the Ticketsolve Google Analytics integration, we identified that iframe was the reason for their poor online conversions.

Below highlights how Watermans were comparing to Ticketsolve's benchmarking data:

> "
> We knew there was something that our customers didn't like about the customer journey. It was great to have Ticketsolve there helping us to find out what that was.
> "

Erica Weston
Marketing Director

| 1% to 2%	5% to 7%	2.98%
Average Ecommerce Conversion Rate	Ticketsolve Average Conversion Rate	Watermans Conversion Rate

The Solution

Watermans needed to assess their iframe integration to see what specifically was impacting the customers' online booking journey.

Working closely with Watermans the Ticketsolve team began with device data.

Understanding which devices customers were purchasing tickets from was a logical starting point in understanding where the problems lay.

	Users	Transactions	Conversion Rate
Desktop	81,953 (41%)	7,418 (57%)	4.43%
Mobile	91,177 (46%)	3,540 (28%)	1.71%
Tablet	25,818 (13%)	2,083 (16%)	3.28%
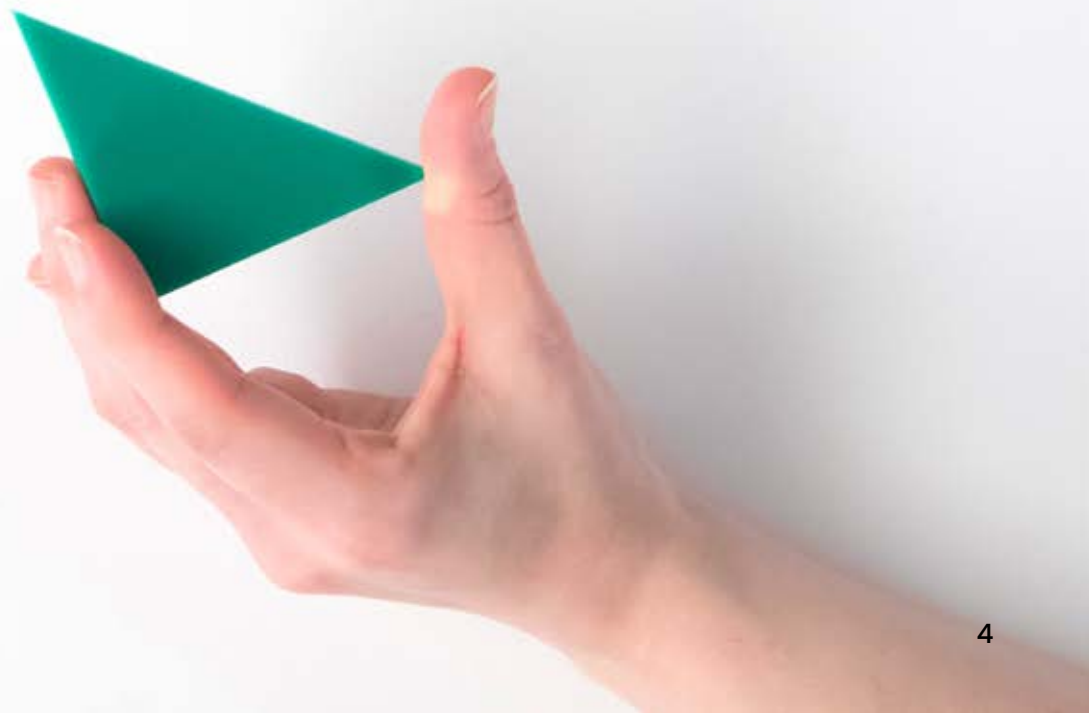
59% of all traffic onto Watermans' website came from a mobile devices. However, after digging deeper, we found that only 44% of those users were completing a transaction. Why? It was clear to our team that customers attempting to book tickets from a mobile device were having difficulties with their booking journey due to the iframe integration.

While overall, Watermans had an above average ecommerce conversion rate compared to the arts industry in general, their rate was still not as good as other Ticketsolve customers.

Once we presented our data and findings, Watermans agreed that something needed to change. They realised that in order to see an increase in online conversions, they needed to switch from iframe to the XML/ Standalone integration. This was a big change for their organisation and Watermans had to engage with a web developer to carry out the work.

The XML/Standalone integration is basically two fold 1. When Watermans build a show within the Ticketsolve system, it will automatically pull that information into the CMS therefore cutting down on the amount of time spent putting shows on-sale. And 2. The purchase journey is managed by Ticketsolve, so when a customer finds the show they want, they click book now, and they are transferred into the Ticketsolve responsive customer journey rather than staying on the Watermans website within an iframe.

The Results

Watermans conversion rate grew by over 47% after implementing an XML Feed.

A few months on, after implementing the change from iframe to our XML integration we sat down again with the team at Watermans to analyse the results from their new integration.

Ticketsolve conducted a comparative study between Year 1, using an iframe integration, and Year 2, using an XML Feed.

+47.87% Increase

4.94%

2.98%

iframe Integration
Year 1

XML Integration
Year 2

There was a staggering increase in ecommerce conversion rates. Watermans conversion had increased by 47.87% in just a matter of months. And this wasn't the only increase. Alongside conversions, Watermans also saw an increase in revenue, transactions and their average order value.

+47.87%
Conversion Rate

+25.80%
Revenue

+24.07%
Transactions

+1.39%
Average Order Value

Even though Watermans have SEEN significant increases in the ecommerce data, they are doing so with FEWER users coming onto their website. As you can see below, they are 11% down on the amount of users coming onto the site. That should result in a decrease in online sales, but it's the opposite.

Users	New Users	Sessions
-11.73%	**-11.95%**	**-16.09%**
775,973 vs 67,515	53,343 vs 55,772	137,350 vs 115,249

> We are thrilled with the results we are seeing since moving from the iframe. A simple change has made so much of a difference, and once more of our customers get to know how easy it is to book on their mobile, i'm sure we will continue to see increases

Erica Weston
Marketing Director

Some of the most important data we found was the comparison of which platforms visitors were using to view the website versus which platform they using to purchase tickets. Watermans noted a significant increase in the number of transactions that are competed on a mobile device. Previously, 44% of Watermans' transactions were completed on a mobile phone or tablet which indicated that customers still preferred desktop when purchasing tickets.
Now we see that mobile and tablet sales grew to 62% of all online transactions for Watermans.
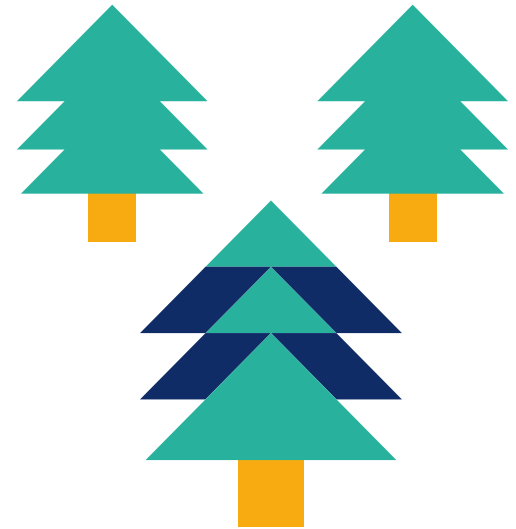
|	Users	Transactions	Conversion Rate
Desktop	25,834 (38%)	2,078 (47%)	5.06%
Mobile	34,258 (51%)	1,675 (38%)	4.91%
Tablet	7,307 (11%)	659 (15%)	3.28%

The Future

Increase and convert more website visitors and maintain high conversions across all devices.

Both teams at Watermans and Ticketsolve are excited to see such great results after only a few months since the change from an iframe integration to XML feed. In time, more and more audience members will recognise the change on Watermans' website and delight in the seamless booking journey across all platforms and devices.

We can already see the impact of the changeover as average conversions within the last few weeks have reached 5.66% and at its peak, hit 6.28%. These are results which are more in line with other Ticketsolve customers and what the team at Watermans should expect to see going forward.

The next step for the team at Watermans is to attract more visitors to their website while still maintaining their strong conversion rate. If the team can increase active visitors and sessions, they will see significant increases and improvements within their ecommerce data. Ticketsolve will continue to work with Watermans and implement tactics on Facebook Adverts, Google Adwords, and SEO to help them achieve the results they are after.
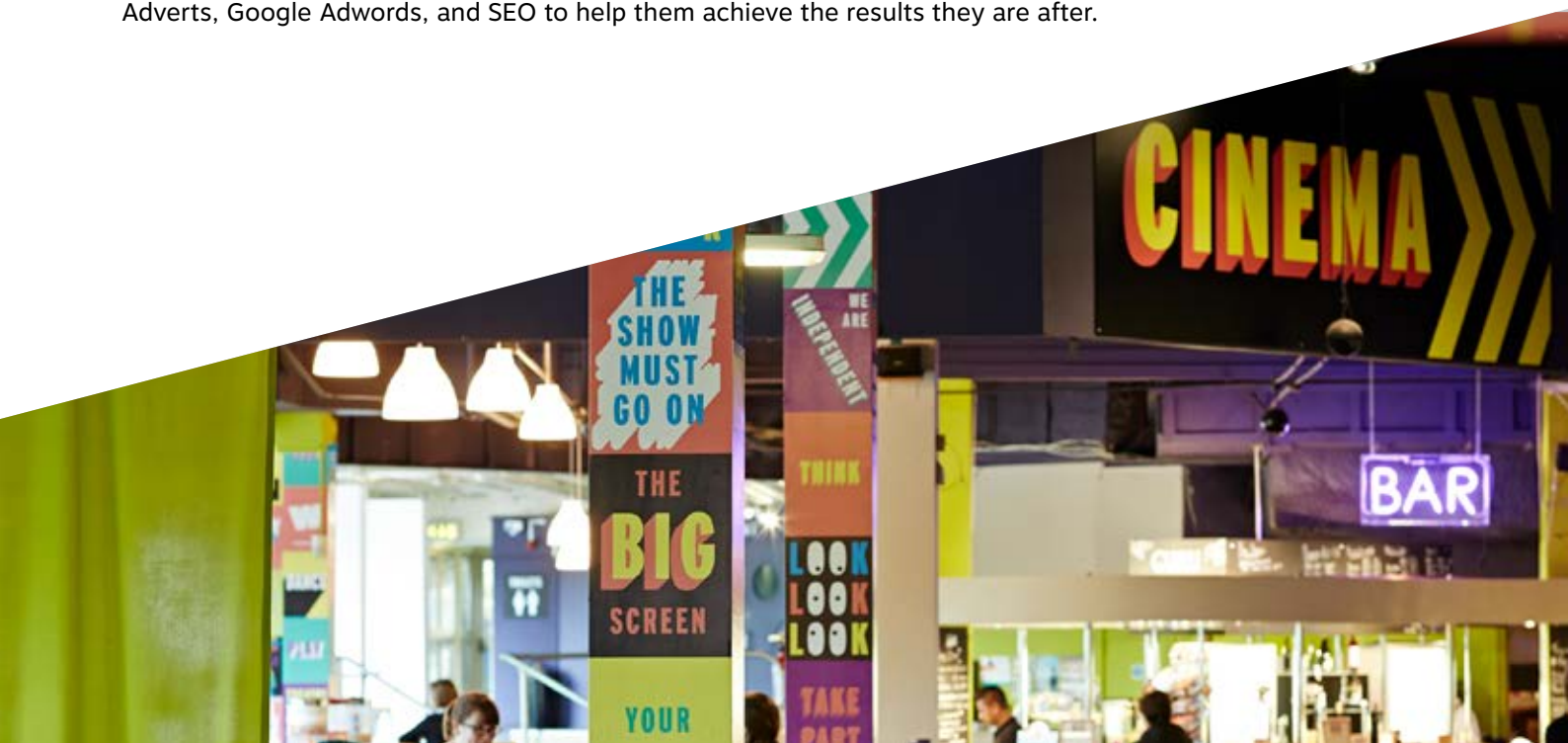
Thank you

We would like to thank the entire team at Watermans Arts Centre for their help in putting this case study together. It's great to have them as part of the Ticketsolve Community and we look forward to helping them grow even more in the coming years.

Get in Touch

Ireland
The GCE
Taylor's Lane, Dublin 8
T +353 (0) 1 524 0954

United Kingdom
Piccadilly House
49 Piccadilly, Manchester,
M1 2AP
T +44 (0) 1865 987 667

talktickets@ticketsolve.com
www.ticketsolve.com