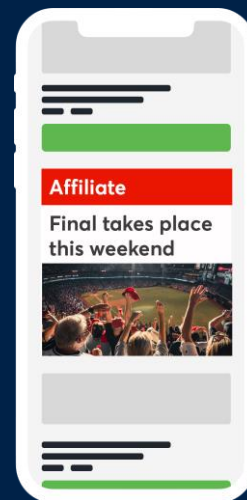


Affiliates



Ticketmaster Sport performance marketing suite includes our affiliate scheme, giving clients access to over 1,000 partners who come from a wide variety including content, media, listings, social pages and cashback sites.

Our affiliate scheme is a perfect tool for driving efficient ROI driven sales for your event products. Through the extensive affiliate network we can either build a specific, targeted relationship with an affiliate or push to a wider base.

The programme has been in practice for over 15 years at Ticketmaster. Last year it contributed to 20% of the total ticket sales in 2019 for the UK retail business.

Different to media partnerships and advertising, affiliates are not obligated to promote events and will decide based on possibility of earning commission. Exclusivity and big events are favored to increase the likelihood of earning commission and we would work with the club / event to maximise this relationship and ensure they are supporting.

How does it work?

- We manage and communicate with all 1,000 affiliates on your behalf to organise the activity, performance of campaign and commission.
- Affiliates use trackable links and cookies for us to monitor user activity and conversions.
- Our global discovery feed pulls in all event data from across Ticketmaster and affiliates use this to obtain the relevant information.

Millions of fans



With over 1,000 affiliates it means the extended reach of the network exceeds 22 million potential fans. There are over 1.5 million referrals per month to Ticketmaster.

ROI Driven



Affiliates are only paid on a performance basis, commissions is paid on conversions and are only 3% - 5% of the ticket face value.

Season long partnerships



Whilst the scheme can be used for one off games, we prefer to work with partners throughout the season to amplify marketing.

More than just tickets



Sell more products than just your tickets - memberships, stadium tours or hospitality through the affiliate scheme.