

Programmatic Advertising



Ticketmaster Sport performance marketing suite includes the programmatic advertising platform which allows clients to access and utilise the vast browsing and booking audiences that are accrued through ticketmaster.co.uk.

The programmatic advertising platform is a perfect introduction to performance-based media advertising if you've not done it before. Alternatively a more cost-effective option for larger clients that are currently using agencies, to help advertise the products that are currently on sale with Ticketmaster Sport.

Partnering the depth of data that Ticketmaster Sport has on offer with the technology and expertise of our international marketing team, we're able to offer you an affordable but effective solution that will provide fantastic ROI and extensive reach into global event buying audiences.

How does it work?

- Using the Google Double Click platform we advertise your products using high propensity data to help bid on the highest potential conversions.
- New fans and existing customers yet to transact will be served with adverts on the Google ad platform.
- Different creative for different products and even audiences can be served.

Millions of fans



With over 78 million browsing event bookers and 24 million transactional purchasers we are THE database of event purchasers.

Cost effective



Capped at 15% commission on media budget we are up to 50% cheaper than media agencies

Retargeting Pixel



We can re-target those fans that have visited and not purchased. Ensure no-one is left behind.

More than just tickets



Sell more products than just your tickets - memberships, stadium tours or hospitality.