

CORE
OPTIMISATION
THE RESULTS AGENCY

THE DIGITAL LANDSCAPE

TICKETING & EVENTS
EDITION

INDUSTRY ANALYSIS
JUNE 2025

The Digital Landscape

Ticketing & Events Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the Ticketing & Events industry. Key topics include detailed analysis and trends around GA4, Digital Strategy, PPC and Paid Social.

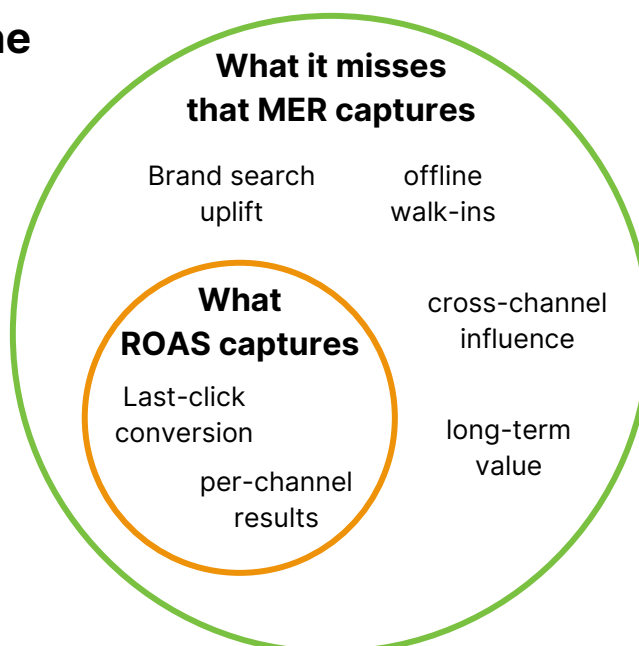
Google Analytics

Many ticketing and events brands still judge performance based **solely on ROAS** in GA4, but that can paint an **incomplete** picture. Poor tracking setups, cross-domain issues with ticketing platforms, or offline purchases can lead to **underreported** results and **misattributed** sales. The real **risk**? Making digital look **less effective** than it is and **underinvesting** in what's **actually** working.

Here's a tip from our GA4 Expert, Mark Murray: *"Don't rely only on **channel-level ROAS**. Track the full customer journey and use the **Marketing Efficiency Ratio (MER)** to understand the **total return** from **all digital investment** not just what GA4 shows on the last click."*



Why ROAS Isn't the Full Story



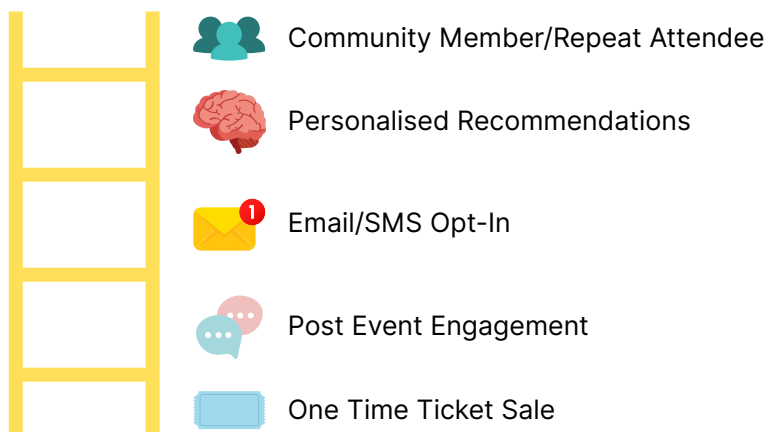
Digital Strategy

With third-party data on the **way out** and competition **heating up**, ticketed events and attractions need to focus on **owning** their audience. First-party data, personalised journeys, and seamless post-event engagement are what **drive repeat business**. The brands that **succeed** won't just sell tickets, they'll build **lasting digital relationships** that turn one-time attendees into **loyal advocates**.

Here's a tip from our Digital Strategy Expert, Marie McDonnell: *"Look **beyond** the sale - build a **journey**. Use personalisation, smart segmentation and post event engagement to turn **one-time purchasers** into **repeat attendees**. The real growth is in the **community** you build, not just the tickets you sell."*



From One-Time Purchase to Lifetime Value



Pay Per Click/Paid Search

Ticketed attractions face a familiar **PPC challenge**: lots of **traffic**, not enough **bookings**. With fluctuating visitor behaviour and walk-ins still common, **converting** more users online means showing the **right message** to the **right audience** - tourists vs. locals, planners vs. spontaneous bookers at the **right time**. Encouraging pre-booking also **reduces** queues, **supports** smoother operations, and **improves** staff planning.

Here's a tip from our PPC Expert, Sean O'Farrell: *"Use **smart segmentation** and **audience lists** to separate **locals** from **tourists**, and tailor your message to **intent**. PPC performs best when it **aligns** with operations and drives **real-time, manageable demand**."*



One Strategy Doesn't Fit All



Tourists

- ✓ Plan ahead
- ✓ Book online
- ✓ Longer lead time



Locals

- ✓ Last minute
- ✓ Mobile first
- ✓ Shorter booking window

Paid Social

Social media **isn't just** for **awareness** anymore, it's a full-funnel driver of **ticket sales**. As events approach, platforms like **Meta** and **TikTok** trigger a surge in last-minute bookings using **urgency-driven content**. Brands that lean into short-form video, creator-led reminders, and countdown-style posts are turning **scrolls** into **sales**, proving that **real revenue** lives **closer** to the event date than many **expect**.


Here's a tip from our Paid Social Expert, Roisin Ryan: "Use **urgency-led** Reels or TikToks to push **final ticket offers**, with creator **reminders** and **interactive countdowns**. Then **retarget** users who **engaged** but **didn't convert**, they're your **hottest** audience."



High Performing Examples of Urgency-Led Ads in Action

WellFest
Sponsored

Limited Day tickets still available WellFesters... Don't miss out on our best year yet 🔥




WEEKEND TICKETS SOLD OUT
LIMITED DAY TICKETS STILL AVAILABLE

WEEKEND TICKETS SOLD OUT 🔥 [Book Now](#)

WellFest
Sponsored

Last chance to secure your spot at Europe's largest outdoor health & wellness festival at the BEST price 🔥
Snap up your tier 2 tickets now before they sell out!



EUROPE'S LARGEST OUTDOOR HEALTH & WELLNESS FESTIVAL
TIER 2 TICKETS ALMOST SOLD OUT
BOOK NOW

LAST CHANCE TO BUY 🔥
Tier 2 tickets almost gone! [Book Now](#)

What is happening in the world of Digital Marketing?

AI Personalisation

70% of event planners now use AI to personalise campaigns based on past behaviour, ticket history, and social activity. From automated recommendations to real-time chatbots, AI is helping marketers deliver smarter targeting, reduce manual work, and boost engagement at scale.



Dynamic Pricing

Real time pricing based on demand is becoming standard across events, not just airlines. At the same time, platforms like Ticketmaster are adopting all in pricing to meet new transparency rules forcing marketers to rethink messaging and highlight full price honesty.



FOMO Campaigns

Nearly 50% of Gen Z and Millennials discover events on TikTok or Instagram. Timed alerts like "Only 20% of tickets left" combined with creator led content are driving urgency and converting passive scrollers into last minute buyers.



Riverdance Testimonial

“Core Optimisation worked with us on the Riverdance 25th Anniversary Show summer season in Dublin. The team’s in-depth knowledge, their collaborative approach and their insights into our business delivered an exciting and creative strategy and a very effective digital campaign. Digital was a key component of our overall communication strategy and was integrated into all our activities. Core’s approach was enthusiastic and pragmatic from the early days of the uncertainty of the post-covid market to the achievement of a very rewarding and successful season.”

Riverdance

Core Optimisation are delighted to be continuing our long standing partnership with Riverdance, now into our 4th year working together.

Key Takeaways

- ✓ **Fix Your GA4 Before You Scale:** Bad tracking hides real performance. Measure the full journey with MER not just ROAS.
- ✓ **Segment Tourists vs. Locals:** One PPC strategy won't work for both. Match your message to their mindset.
- ✓ **Social Drives Last Minute Sales:** Use urgency-led Reels and TikToks to convert scrollers into ticket buyers.
- ✓ **Don't Just Sell Tickets - Build Loyalty:** Personalised follow ups turn one-time buyers into long-term fans.

Discover How We Can Help

Get in touch with our Business Development Manager, Mike Flynn, to discover how we can help you thrive in today's digital landscape.



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