



# Smart Lock for Ticketmaster



Ticketmaster is the world's leading ticketing company with 530 million ticket transactions in 2015 across 22 countries.

It's one of the world's top 10 ecommerce sites, with desktop and mobile applications for clients, partners and fans.

**7x** reduction in manual sign-in failures (from 40% to 5%)

**+55%** Y/Y growth in conversion rate

**+44%** Y/Y growth in orders

**+60%** Y/Y growth in GTV\$

**+7.5%** in users accessing tickets without re-authenticating

*"Smart Lock has been instrumental in reducing friction in our sign-in flow providing increased success metrics since launch. We have witnessed a reduced trend in customer feedback and and log-in failures, proving significant success. With credit to Smart Lock we have optimized our purchase flow and provided users with an faster, smoother sign-in experience."*

Krishna Zagura  
Director, Product Management, Mobile

## Learn more about Smart Lock

Users save passwords to Google from Chrome or Android and passwords are made available across platforms.

Find out more at:  
[g.co/smartlock#for-passwords](http://g.co/smartlock#for-passwords)

## Challenges

Fans want to get tickets to the events they love. Likewise, Ticketmaster wants to create the best ticketing experience possible, which requires users to sign-in before making a purchase or viewing tickets. The sign-in form can be stressful for mobile users when they need to make time sensitive ticket purchases or are waiting in line at a venue. Users often do not have the app downloaded since their last concert and can not remember which device or login details they previously used. Before Smart Lock, Ticketmaster was seeing a 40% failure rate for manual logins.

## Solution

Since integrating Smart Lock, Ticketmaster has seen several promising metrics. Firstly, login failure rates have declined. Ticketmaster saw a **7x** reduction in manual sign-in failures, from 40% to 5% on its domestic and international apps.

Secondly, Ticketmaster has seen real business uplift since implementing Smart Lock. The month after implementing Smart Lock, Ticketmaster saw a **55%** Y/Y growth in conversion rate. Likewise, orders increased **44%** Y/Y and the GTV (gross transaction value) increased **60%** Y/Y. Although Smart Lock is not the only factor influencing growth, Ticketmaster sees a correlation due to previous growth trends.

Thirdly, Ticketmaster has seen a **7.5%** increase in users accessing their tickets without re-authenticating.

