

From the Shadows to the Spotlight

with True Tickets

How the **Boston Symphony Orchestra** Unlocked \$475K+ in New Revenue



Challenge

In 2021, the Boston Symphony Orchestra (BSO) faced post-pandemic ticketing challenges, with patrons demanding contactless entry, robust security, and seamless digital access. Additionally, the BSO also struggled to identify their shadow audience—unknown attendees like friends or family using shared tickets, invisible to their database. This hindered their ability to build lasting patron relationships and grow attendance, creating a significant barrier to engaging their true audience when an orchestra needed loyalty most.

Solution

The Boston Symphony Orchestra brought on True Tickets' secure digital ticket delivery service to connect with their true audience. True Tickets revealed the BSO's shadow audience, enabling personalized engagement, with 65% of ticket transfers resulting in new patron registrations. Dynamic QR codes provided robust fraud prevention to safeguard revenue while an intuitive web application allowed for seamless mobile access, all implemented in just 4 weeks.

Why It Matters

BSO's success reveals a key insight: a venue's biggest fan may already be in its seats, waiting to be discovered. True Tickets helps arts organizations uncover shadow audiences, prevent fraud, and drive revenue, all while delivering seamless, ethical ticketing that enhances patron experiences for symphonies, theaters, and beyond.

Transform Your Venue

Imagine engaging every attendee with secure, personalized ticketing that turns first-time visitors into lifelong patrons. Explore www.true-tickets.com to schedule a demo and discover how True Tickets can elevate your venue's ticketing strategy.



BOSTON SYMPHONY ORCHESTRA

Case Study

TRUE TICKETS



WHAT THE BSO TEAM IS SAYING

"We needed a contactless solution. As soon as we made the decision though it really opened the doors to some freedoms we didn't know we were confined by—like real visibility into who's actually attending our performances."

— Amy Aldrich, Senior Director of Patron Experience

"We have more tools now. If someone shows up with a questionable ticket, we can trace the transaction and see what happened. That's a huge shift in our ability to help them."

— Nick Duffin, Associate Manager of Customer Service

"It is really exciting that we now know exactly who has the tickets and their information. We can thank them for coming. We can see how many times they did or didn't come. It's because of the shared ticket and the shadow audience."

— David Winn, Associate Director of Tanglewood Ticketing

DELIVERING REAL IMPACT

\$449K+

In new ticket sales
from shadow
audience members

\$28K+

In donations from shadow
audience members

36K+

New records of shadow
audience members in
BSO's database

1.4x

Higher survey response
rates from shadow
audience members

BSO achieved these results using True Tickets for just 25% of their tickets, strategically targeting select performances. This focused implementation delivered outsized impact, showcasing True Tickets' remarkable power.



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