

La Mirada Theatre selected True Tickets in 2025 following a comprehensive evaluation of digital ticket delivery solutions. Results exceeded expectations within six months, demonstrating that meaningful results don't require a large team or budget.

CHALLENGE

SOLUTION

01 | UNKNOWN ATTENDEES

Thousands of shared-ticket attendees remained unknown to the theatre, limiting opportunities to build direct patron relationships and drive future revenue.



EXPANDED MARKETING REACH

True Tickets revealed more than 900 previously unknown patrons from 2,180 accepted shared tickets (16% of all tickets), resulting in 169 ticket purchases, 9 subscriptions, and \$6,391 in direct ticket revenue in the first 6 months!

02 | CHARGEBACK LOSSES

Fraudulent chargebacks cost La Mirada \$26K+ in a single season, creating significant revenue losses and exposing the need for stronger post-purchase ticket security.



REDUCED FRAUD

Chargeback losses fell 85% from 2024/25 to 2025/26 seasons following the implementation of True Tickets' secure digital ticket delivery service.

03 | TICKET ACCESS CONFUSION

Patrons often struggled searching inboxes and spam folders to find their tickets before entering the theatre, creating frustration and delays before performances.



SEAMLESS TICKET ACCESS

Patrons now easily access their tickets through a branded ticket wallet. No app to download and password-less login creates a faster, more seamless arrival experience.

04 | COMMUNICATION GAPS

Communicating last-minute performance changes was inefficient and time-consuming, often reaching only the original ticket buyer and not patrons attending on shared or resold tickets.



IN-TICKET ENGAGEMENT

When Howie Mandel & Arsenio Hall was postponed and Phantom Projects changed its performance date, La Mirada updated their tickets with the latest information, ensuring ticket holders received the update instantly.

IN THE FIRST SIX MONTHS AFTER IMPLEMENTING TRUE TICKETS



85%

REDUCTION IN
CHARGEBACK
LOSSES



900+

SHADOW
AUDIENCE
REVEALED



169

SHADOW AUDIENCE
TICKETS
PURCHASED



\$6,391

NEW REVENUE
FROM SHADOW
AUDIENCE



9

NEW
SUBSCRIBERS



128%

ROI ON ANNUAL
INVESTMENT IN
FIRST 6 MONTHS

LA MIRADA THEATRE | TRUE TICKETS

CASE STUDY

One patron's story illustrates the impact. After purchasing tickets through a third-party marketplace, she accepted her shared ticket and became a known patron to the La Mirada via her newly created account in their Tessitura database. La Mirada later emailed her with tips on how to buy directly from the theatre, helping her avoid reseller markups that can inflate ticket prices by up to 300%. For her next visit, she purchased four premium Orchestra seats directly from La Mirada, saving money while creating a direct relationship with the theatre instead of a reseller. Win-Win.



Our partnership with True Tickets has been successful in our three main areas of concern: improving customer service, improving security, and supporting our marketing efforts."

Elizabeth Carlock

Ticket Services Manager,
La Mirada Theatre

REAL IMPACT: FROM GUEST TO CUSTOMER



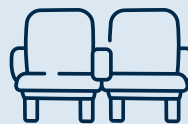
Patron received shared tickets from a third-party marketplace



She accepted the tickets and created a new account.



She received La Mirada's marketing email and engaged



The next show, she purchased 4 premium Orchestra seats direct.

Instead of buying through a reseller, she doubled the number of tickets purchased and selected higher-value seats - providing the value of direct relationships.



NATIVE TESSITURA INTEGRATION

True Tickets' deep Tessitura integration helps La Mirada grow its patron database and audience insights, delivering a 128% ROI in the first six months! Implementation was easy, setup was fast and intuitive.



NEXT STEPS: PATRONSAFE™ TICKET RESALE

Building on its early success, La Mirada plans to expand its use of True Tickets with PatronSafe™ Ticket Resale. Patrons gain a trusted way to resell tickets when their plans change, while the theater further expands its patron database and generates new incremental revenue.



SCHEDULE A DEMO

See how True Tickets can reveal your shadow audience



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