

Fast ROI, Real Revenue in 2024

How Arts Venues Turned True Tickets Into a Revenue Engine



Challenge & Importance

As arts organizations face mounting financial pressures and shrinking budgets, every investment must deliver concrete, measurable ROI. Yet many ticketing services fall short—failing to justify their cost with meaningful results. With lean teams and limited resources, arts organizations urgently need solutions that not only address operational challenges—like audience visibility, fraud prevention, and actionable data—but also pay for themselves, and fast.

Solution & Results

In 2024, True Tickets delivered exactly that for four partners—the Roundhouse Trust, Dr. Phillips Center, Pacific Northwest Ballet, and San Diego Symphony—each saw rapid ROI, with the fastest payback in just 20 days. Through secure digital delivery and an unmatched Tessitura integration, True Tickets revealed shadow audiences, blocked fraud, and drove significant gains in both ticket sales and donations. For arts leaders looking to fuel long-term growth with minimal overhead, True Tickets is a smart, proven investment.

Venue	2024 Shadow Audience Ticket Sales & Donations	Payback Period
Roundhouse	£215,520	20 Days 0.6 Months
Dr. Phillips Center	\$654,543	54 Days 1.8 Months
Pacific Northwest Ballet	\$196,798	208 Days 6.8 Months
San Diego Symphony	\$264,813	275 Days 9.0 Months



We built True Tickets to help organizations drive revenue and operate smarter—by simply knowing their audience. Others promise value—True Tickets delivers it.

— **Matt Zarracina**, CEO & co-founder, True Tickets



TRUE TICKETS

2024 ROI Case Study



WHAT OUR PARTNERS ARE SAYING

"PNB has partnered with True Tickets for two seasons and we are delighted by the return on investment. We began looking at True Tickets to help us battle third-party broker sales. This tool has helped us identify and stop bad actors in our database, and has also enabled PNB to offer a digital ticketing solution for those who chose it. Our audience has adopted this more easily than anticipated, and having data on who tickets are being passed along to has helped us grow our database. We're big fans."

— **Lia Chiarelli**, Chief Marketing & Advancement Officer, Pacific Northwest Ballet

"We teamed up with True Tickets in 2021 because we shared a similar vision. Four years later the benefit keeps growing and we see bigger returns every year with almost no extra lift from our team. What started as a smart idea has become central to our business strategy."

— **Nick Smith**, Sr. Director of Ticketing Services and Business Systems, Dr. Phillips Center for the Performing Arts

"2024 was our first full year with True Tickets, and the impact has been nothing short of transformative. The service paid for itself in just a few months—and has continued to deliver. The revenue we're generating through this partnership is enabling us to invest strategically in ways that simply weren't possible before."

— **Casey Patterson**, Director of Ticket Services, Partnerships and Premium Seating, San Diego Symphony

"Implementing with True Tickets in 2022 has proven to be one of the smartest decisions we've made. What began as a quick win in 2022 has evolved into a critical part of our strategy to drive new revenue and audience engagement without additional overhead—and that ROI hasn't just continued, it's grown significantly year over year."

— **Gary Halliday**, Head of Systems and Technology, Roundhouse Trust

DELIVERING REAL IMPACT IN 2024*

\$125K+

In revealed shadow
audience ticket sales

\$10K+


In revealed shadow
audience donations


9K+


New revealed shadow
audience members

* Average per organization surveyed in 2024



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