

How to Use Online Cross-Sells to Increase Revenue for Your Live Events Organization

3 MIN READ



If you are not doing so already, using cross-sells is an ideal opportunity to increase revenues for your live events organization.

What are Cross-Sells?

In online sales, cross-sells are conducted by offering additional items to the customer during the purchase process.

To illustrate the significance of this opportunity, an important stat to note is that **Amazon gets 35% of its revenue from cross-selling. Additionally, AudienceView Professional customers using the cross-sell functionality on the platform see 3x more revenue per patron versus those who do not.** So, it's safe to say, if you are not using cross-sells today, you are missing out on substantial revenues.

There are several ways that you can use cross-sells to grow revenue. Some popular cross-sell items for live events organizations include:

- Concessions
- Raffle tickets
- Parking passes
- Merchandise
- Donations

For example, you can **give your patrons the option to add a donation to their order in the checkout process.** This can be done on the AudienceView Professional platform like in this example from the [York Theatre Company](#).

ITEMS IN YOUR CART

The Musical of Musicals (The Concert!)

Reserved | Producer | Row A Seat 4

\$500.00

convenience fee

+ \$5.00

Subtotal

\$505.00

QUESTIONS

York Theatre Company has requested that you answer a few questions:

How did you hear about the show?

ADD A DONATION TO YOUR ORDER

If you wish to add a donation to your order, please select a campaign, an amount, and click "Continue" (more donation options)

Campaign: [The Musical of Musicals (The Campaign)]

\$

Help support York's mission to be the birthplace of new musicals by donating to "The Musical of Musicals (The Campaign)". The Musical of Musicals began its long-lived career here at York 15 years ago and we are proud to be presenting it in Concert this spring! We hope to celebrate many more anniversaries like this one but shows like The Musical of Musicals (The Musical) take time and support to bring them to life. Recently we have been fortunate to see many of our shows move forward to other professional productions around the country. Rothschild and Sons (Fall 2015) moved to London for a short run, A Taste of Things To Come (Fall 2016) will rock the Broadway Playhouse in Chicago this spring, and let's not forget our mega-hit Cagney (Spring 2015) which ran commercially Off-Broadway for over a year and then continued its life with a successful run out in Los Angeles.

With the support from loving patrons like you, we can continue to grow and produce shows that we know you will love!

Click here for more donation options

SHIPPING OPTIONS

Delivery Method:

Will Call

Continue

In this flow, the buyer is prompted to make a donation before completing a ticket purchase.

This is a particularly helpful feature to have, as **the donation attach rate for online purchases is much higher than for phone or in-person purchases.**

On the AudienceView Professional platform, while showing a donation cross-sell, you can also add a drop down menu to allow patrons to choose which campaign to donate to.

Merchandise is another popular option for cross-selling.

See this example, where AudienceView Professional client **Vineyard Theatre** organically embeds cross-sells into their checkout process to encourage patrons to add relevant items to their purchase.

CALENDAR

MEMBERSHIP PACKAGES

STORE

DONATIONS

GIFT CARDS

MY ACCOUNT

SHOPPING CART

ITEMS IN YOUR CART

THE BEAST IN THE JUNGLE - Tuesday, May 08 8:00 PM

Reserved | Premium | Row F Seat 10

\$100.00

convenience fee

+ \$0.00

Subtotal

\$100.00

QUESTIONS

Vineyard Theatre has requested that you answer a few questions:

If you have an Audience Rewards member number, enter it here:

EXTRAS

Select items that you wish to add to your order

Please remember to pick up your item with your tickets at will call.

- \$5.00

35th Anniversary Season Magnet

VINEYARD THEATRE

35

Celebrate The Vineyard's 35th Anniversary with this commemorative magnet.

Please remember to pick up your item with your tickets at will call.

- \$40.00

THE AMATEURS Signed Poster

The Amateurs

Show poster of THE AMATEURS signed by the cast.

Please remember to pick up your item with your tickets at will call.

Other Benefits of Cross-Selling

Cross-selling also has other benefits to your organization outside of directly generating revenue.

When conducting a cross-sell, you are also getting additional data on that customer.

For example, if you successfully cross-sold parking passes to a patron, you then know that they likely drive to see events at your venue. You can then use this information to target them with parking offers or encourage them to buy parking the next time they purchase a ticket.

Customers who attend multiple events are less likely to churn. Cross-selling can help create that stickiness which will keep people coming back to your venue. This means more patrons that you can potentially turn into long-term subscribers.

Additionally, existing customers are easier to sell to than new ones. According to Hubspot, **you're 5-10X more likely to sell to an existing customer than to a new prospect.**

Some Things to Keep in Mind While Cross-Selling

Make sure that you are still offering your customers a good web experience while cross-selling. Make it easy to add additional items to their cart. Don't make it difficult or obstructive to their main purchase experience.

Make sure what you are cross-selling makes sense. Ensure that you are cross-selling items that will go well together. For instance, when asking for a donation associated with a ticket purchase, you should ask for a donation for a campaign associated with the show they are buying the ticket for.

Use email marketing to support your cross-sell efforts. Just because you didn't complete the cross-sell online, it does not mean that the opportunity is lost. For example, you can use email marketing to offer The Lion King tickets to those who purchased Aladdin, but did not bite on the cross-sell offer.

Need help implementing cross-sells at your venue? [AudienceView Professional](#) is an easy to use all-in-one ticketing, [fundraising](#) and [CRM](#) platform that allows you to intelligently cross-sell to your patrons and use that data to support future [marketing](#) campaigns. [Schedule a demo today](#) to see how you can get started.



DID YOU KNOW?

Our clients average 16% revenue growth every year on AudienceView Professional. We give you the tools, support, and guidance your organization needs to grow revenue.

[Calculate Your Annual ROI on AudienceView Professional](#)