



# Experience strengthens engagement with SMS

Case Study  
A/B Test

## 3

Different variations

## 50%

Increase in CTA clicks

Experience offers fans better live event experiences through ticketing flexibility. Spanning sports and entertainment, users can access everything from subscription-based passes and single tickets to upgrades like backstage passes via the Experience mobile platform.

For their partners, Experience offers a ticketing technology, and additional revenue stream, that matches the modern consumer's mindset: mobile, social, with the ability to tailor-fit events to their liking.

### Situation

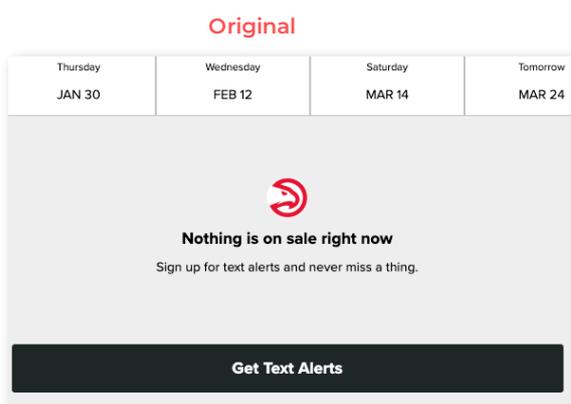
Being in the business of live events means that seasons fluctuate. So, how do you keep fans engaged in these slower periods when tickets may not be available?

This question became the focus of Experience's "off-season strategy." When users searched for events that didn't have tickets on sale yet, they were encouraged to opt in for SMS alerts to stay in the know on upcoming availability.

For Experience, SMS was one of the largest drivers for direct channel marketing—and highly effective at bringing users back to the platform. So, they decided to test the language around this call-to-action with the goal of increasing SMS sign-ups, and better understanding what motivated users to do so.

### A/B Test

The Experience product team spoke with their colleagues in Customer Success to gain a deeper understanding of fans' preferences and feedback. Using these insights, they developed three different variations for the CTA text to be displayed on mobile web pages.



### Variations

- 1. Don't see your event?**  
Sign up for text alerts to be notified when upgrades become available!
- 2. Nothing is on sale right now**  
Sign up for text alerts and you'll receive a text when upgrades become available!
- 3. Want to be the first to know when upgrades become available?**  
Sign up to receive text alerts below!

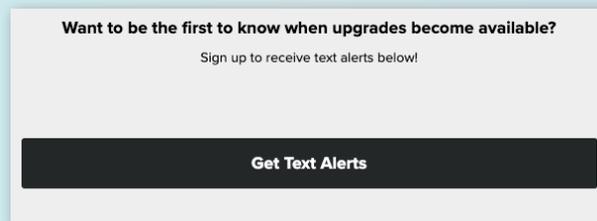
AB Tasty was able to set this test up with client-side by using a WebView. A WebView is when a browser is embedded into a native app, to display content from a web page. (In this case, the Experience web page was embedded into a partner's application.)

### RESULTS

In the end, Variation 3 was the winning text, showing a **50% lift in clicks to the CTA.**

While the other versions led with an update on the situation (tickets weren't available yet), only Variation 3 offered the solution for users **in the main header.**

This shows the importance of not burying an incentive under other elements on the page—always create visibility around the ways users can move forward through the funnel by tapping into their motivations.



**WINNER**

### Takeway Tip

Experience launched this test about a month before this event's "high season" — a time when they historically saw an uptick in traffic but didn't have tickets listed yet. By collaborating with their Customer Success team, Experience was able to refine their messaging based on first-hand feedback from fans, and eliminate what could have been a "dead end" in the user experience.