



## Ticketek launches new website

**Ticketek Australia has relaunched Australia's number one Entertainment Events website\* TICKETEK.COM.AU, providing a more enriched customer experience to 1.9 million unique visitors every month.**

The new-look website features streamlined navigation and design with advanced personalisation technology to optimise engagement and maximise event promotion.

The new website builds on the recent personalisation of the home page, where content is tailored to customers based on their location and event preferences. A new 'What's On' section complements the 'My Events' module, allowing customers to further refine their search by date and genre to access events they are interested in with a single click.

These enhancements have been combined with more interactive display features to engage customers, including video streaming within the new hero image placement and deeper social media integration to strengthen the power of peer recommendation.

Ticketek Australia's Managing Director, Cameron Hoy said, "The new Ticketek website has been designed to make it even easier to connect fans to events, by providing more intuitive pathways to access information and tickets. There are also great benefits for our client partners, with a significant increase in home page inventory and increased engagement with fans through the use of rich video content."

Cameron Hoy said that usability has played a key part in designing the new website and providing customers with a cleaner interface.

"Following the successful launch of our mobile site over a year ago, we are continually looking to develop innovative products and services that provide customers with an optimal digital experience, irrespective of the device they are using. After seeing a 617% increase in iPad visits to ticketek.com.au over 12 months, this new-look website has been designed with the tablet market in mind, and will provide a seamless experience across all platforms."

The revamped website was developed locally by Ticketek Australia's in-house technology team and is now live at [www.ticketek.com.au](http://www.ticketek.com.au).

*\* Source: Nielsen Online Ratings Jun'12 (IAB preferred supplier)*