



ShowClix Partners with Audiencetools to Give Event Organizers a Powerful Social Media Referral Tool

PITTSBURGH, PA - August 22, 2018 - Industry-leading event ticketing and technology solution, ShowClix, a product of Patron Technology, announced today its exclusive partnership with Audiencetools, the Australian-based marketing platform designed to help event organizers harness their social reach and sell more tickets.

“We’re thrilled to bring Audiencetools to our event partners,” said Amy Mrazek, Director of Marketing at ShowClix. “It’s going to help them maximize ticket sales by utilizing word-of-mouth advertising from their most loyal customers. This integration aligns with our continued efforts to expand our system’s marketing functionality and services.”

ShowClix strives to continually evolve their system, offering new features, tools, and integrations to help event organizers grow their businesses. Audiencetools will help ShowClix’s partners turn their ticket buyers into brand ambassadors by incentivizing them to share an event across their social accounts. Once a ticket buyer completes a purchase, they will be provided with a unique referral link. Audiencetools then tracks purchase activity through that link, which allows the event organizer to reward the ambassador with exclusive merchandise, VIP tickets, and more. This gamification unlocks the potential for a high volume of viral shares, leading to better conversion rates and ROI.

“We firmly believe that marketing your event online is about more than just telling people to buy a ticket. It’s about making events great for customers every step of the way; from the moment they register for a pre-sale, through to when they buy a ticket and share that excitement with their friends,” said Audiencetools CEO, Simon Guerrero. “We know ShowClix wants to empower their event partners to create awesome experiences every step of the way, too, so this partnership is a great fit. We’re excited to extend the benefits of the Audiencetools platform to their partners.”

About ShowClix

ShowClix, a product of Patron Technology, is a full-service event technology solution that handles ticketing, marketing, and on-site operations for fandom conventions, museums, festivals, attractions, and consumer shows. Iconic brands such as New York Comic Con, Brooklyn Museum, The Daily Show, and PAX choose ShowClix to power their events. For more information visit: www.showclix.com/ticketing.

About Audiencetools

Audiencetools is an event marketing platform designed to assist venues, promoters and event organizers with boosting their viral exposure and social reach. Covering everything from social media integration to incentivized promotion, Audiencetools makes it easy for organizers to set up campaigns and measure their success. For more information visit: www.audiencetools.io.



About Patron Technology

Patron Technology provides integrated, industry-leading technology that enables its live event organizers to create deeper and more profitable relationships with their ticket buyers, fans, and supporters. Patron Technology's products include PatronManager, ShowClix, Ticketleap, SeatAdvisor, Greencopper, and Thuzi. The high-growth company is actively engaged in building a fully integrated event technology solution of complementary products that deliver a data-driven, holistic understanding of customer behavior. For more information visit: www.patrontechnology.com.

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