



ShowClix Partners with ToneDen to Optimize Social Media Marketing for Event Promoters

PITTSBURGH, PA - February 13, 2019 - ShowClix, Patron Technology's industry-leading event ticketing and technology product, is expanding its digital marketing offering by partnering with ToneDen, the event-friendly social marketing platform designed to increase ticket revenue for promoters of live events.

The partnership between ShowClix and ToneDen equips the event ticketing solution's users with a marketing platform created specifically to enable event promoters to get the most out of their Facebook and Instagram campaigns. Where other native social ad platforms are often more generally suited to marketers of all types, ToneDen hones in on the intricacies of event marketing and works to maximize returns on marketing spends.

"Our proprietary technology helps event organizers save massive amounts of time by automating the tasks that go into executing a successful event marketing strategy," explained ToneDen CMO and Co-founder Ali Shakeri. "Our integration with ShowClix will enable their event partners to easily launch highly targeted campaigns to find their best buyers and multiply ticket sales."

ShowClix strives to offer its partners additional products and services that enable them to sell more tickets and save valuable time. Because of their targeted focus on the complexities of event marketing, ToneDen fit perfectly into that ideal. ToneDen achieves higher ROI for event promoters in part by offering features that are not otherwise available to marketers inside of native social ad platforms. In addition to event-specific audience targeting and budget optimization, ToneDen offers pre-built campaigns called Playbooks that cover a promoter's entire event marketing lifecycle. ToneDen's Playbooks incorporate social ads, direct messenger channels like Facebook Messenger, and fan activations to automate multiple tasks with a single campaign.

"Our partnership with ToneDen is exciting for both our team and our event partners," said Rachel Bullock, General Manager of ShowClix. "We are constantly searching for new and exciting integrations that will create added value for our partners, and ultimately drive overall ticket sales. By integrating with ToneDen, our event partners will have access to a powerful platform to more effectively promote ticket sales on social media, while simultaneously optimizing their budgets."

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, consumer shows, and music and comedy venues. Iconic brands such as New York Comic Con, Rick Bronson's House of Comedy, Museum of Ice Cream, and The Daily Show choose ShowClix to power their events. For more information visit: www.showclix.com/ticketing.



About ToneDen

ToneDen is an automated social marketing platform, helping over 1M creators, businesses, and brands grow online. For more information visit: www.toneden.io.

About Patron Technology

Patron Technology helps live event organizers create better experiences for ticket buyers and deeper relationships with sponsors through a complete, data-driven event technology solution. Event organizers of different sizes and across different segments use Patron Technology for ticketing, marketing, fan engagement, CRM, logistics, data management, and more.

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