

Feature Study

The Delta Foundation Partners with ShowClix to Expand Visibility of Merchandise Capabilities

Results

100%Customer
visibility
of t-shirts**30K**Views of the
pop-up window**16%**Increase
in overall
event listing
t-shirt sales

Background

The Delta Foundation of Pittsburgh is the leading nonprofit advocacy organization in Western Pennsylvania for the lesbian, gay, bisexual, and transgender (LGBT) community. Their mission is to be a vigilant catalyst for meaningful change in the lives of the community. They also produce Pittsburgh Pride, which is the largest LGBT event in Pennsylvania.

For ten days each June, Pittsburgh Pride celebrates the diversity of the region's LGBT community while providing a space for people to celebrate who they are and who they love. The festivities include an equality march, a street festival, a highly-anticipated concert (past performers have included Jennifer Hudson, Kesha, and Nick Jonas), and other activities that reflect the spirit of this diverse community.

Challenge

Each year, the Delta Foundation designs themed Pittsburgh Pride t-shirts. They offer them for purchase alongside their online ticket sales using ShowClix's Upselling feature. The feature allows customers to purchase merchandise or any other add-on with their ticket. For the 2017 Pride t-shirts, the Delta Foundation sought to increase visibility of their t-shirts during the ticket checkout process.

Solution

The Delta Foundation collaborated with ShowClix to expand upon their Upselling feature. ShowClix designed a product pop-up window option for event organizers to utilize if they want to draw even more attention to their merchandise and add-ons. Pittsburgh Pride enabled this option for their 2017 Pittsburgh Pride event listing.

 DELTA FOUNDATION
of Pittsburgh

"We've always used ShowClix's upsell feature to sell our Pittsburgh Pride t-shirts alongside our tickets, but when we discussed adding an additional pop-up feature, ShowClix jumped on board and made it happen for our 2017 event. We love the collaboration and personal touch we get with ShowClix."

Christine Bryan, Director of Marketing & Development