



advert ✨ one

2026

MARKETING AND COMMUNICATION TOOLS

ticketone ✨

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## TICKETONE

Established in 1998, TicketOne is the first company in Italy providing tickets for music, entertainment, sport and cultural events. It is the Italian leader in its industry with several million tickets sold annually through its multi-channel platform.

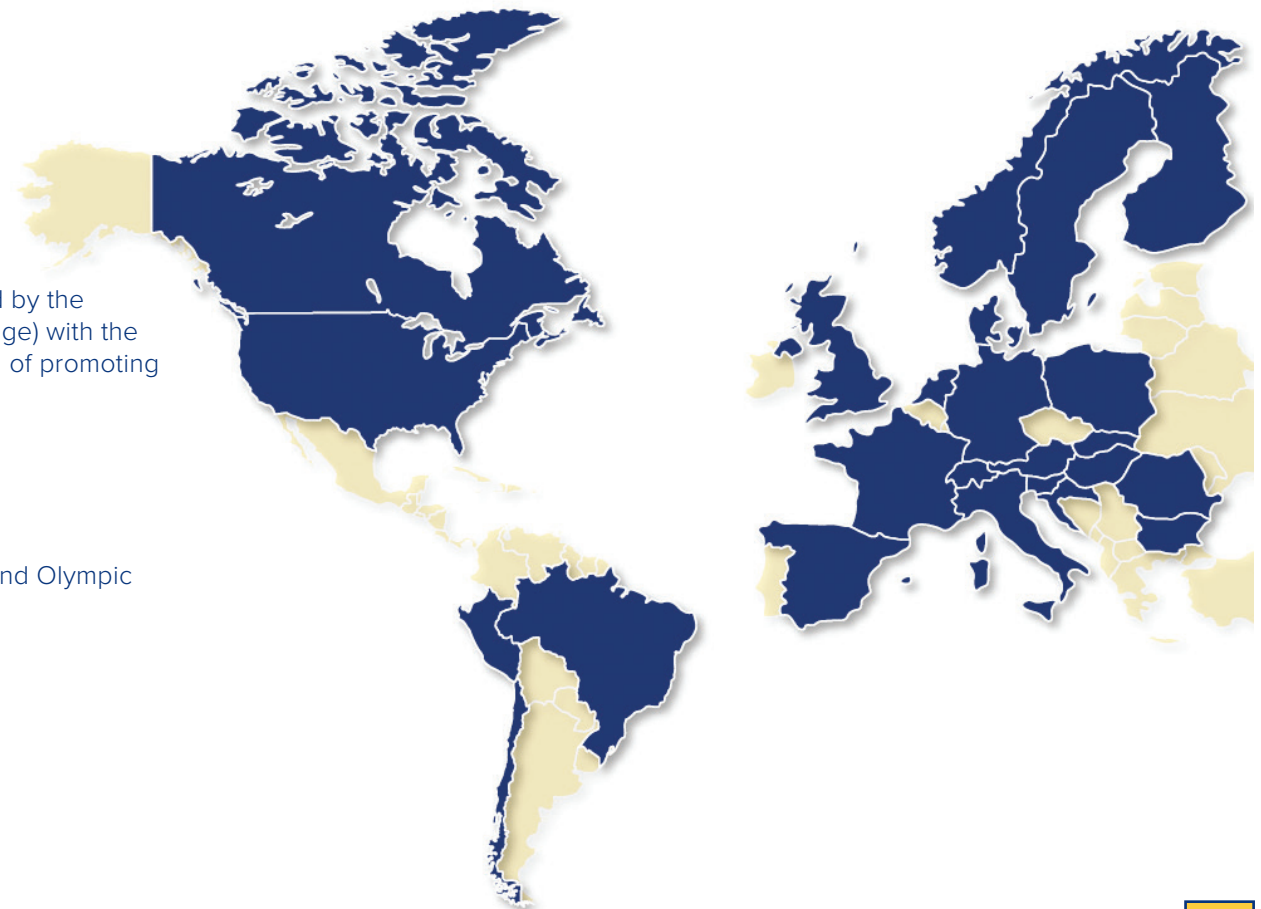
- More than **21 million tickets sold on-line** in 2025
- Among the main eCommerce websites in Italy
- 1° website in the «Free Time» category Winner of the **Ecommerce Italy Awards\***
- **Three times the monthly reach of competitors by 2025**

## CTS EVENTIM GROUP

Since 2007, TicketOne has become a part of an European circuit led by the German company CTS Eventim (listed on the Frankfurt Stock Exchange) with the perspective of both further expanding its foreign customer base and of promoting the Italian events on sale abroad.

- Present in **25 countries**
- More than **200 thousand events** on sale every year
- **Ticketing leader in Europe**
- **Ticketing partner** of the worldwide events like FIFA World Cup and Olympic Games (Rio 2016; Paris 2024; Milano Cortina 2026)

**Ticketing leader  
in Europe**



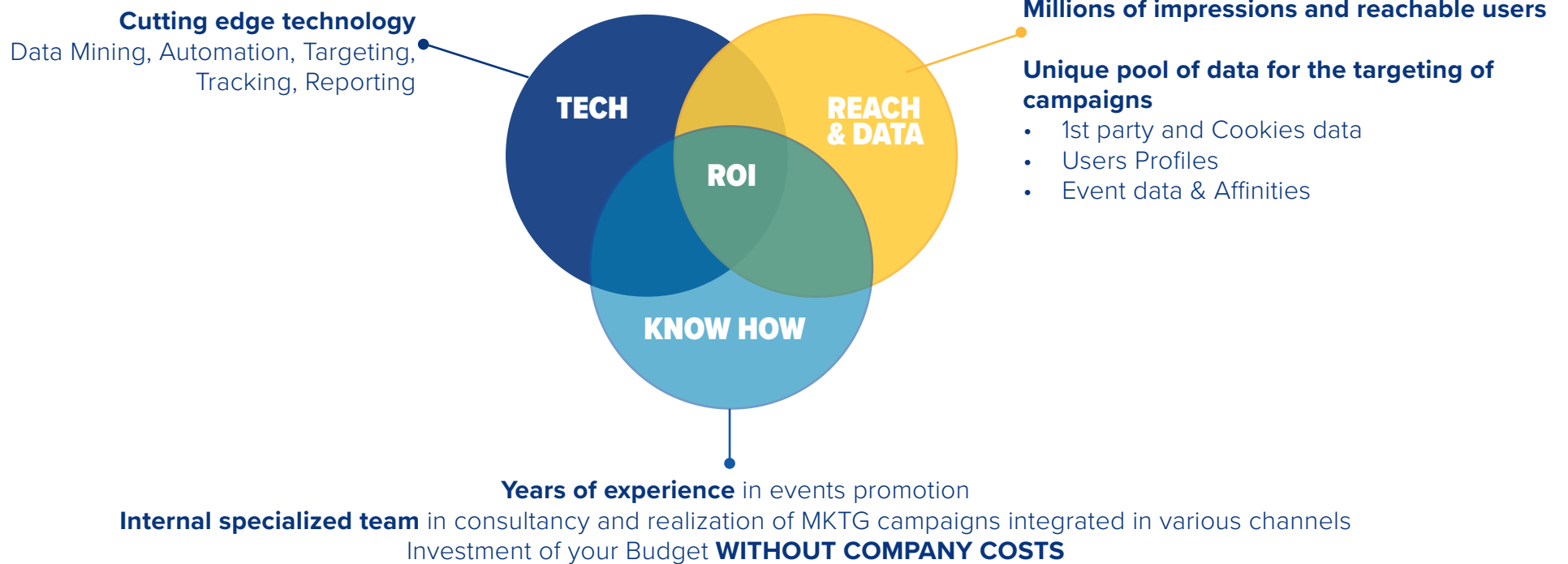
*The data was collected and consolidated on December 31, 2025*

# MARKETING PARTNER

Reach, data, technology and strategy: the perfect mix for even more effective marketing!

TicketOne can offer:

- to **Events Organizers**: visibility and customized Marketing Plans for maximization of sales potential of their events
- to **B2B Partners**: Advertising spaces of high added value and co-branding campaigns



**TicketOne: Your “Marketing Partner”  
in Live Entertainment**

# OUR REACH

With continuously growing numbers we help you to reach the desired target through different channels



**+ 10 mln** average monthly users  
**19 mln** average monthly users  
**90 mln** average monthly **page views**

about **900.000** average monthly users  
**3 mln** average of monthly sessions  
**39 mln** average monthly **screen views**

OVER **19 MLN** REGISTERED USERS  
**+ 5 MLN USERS** WITH MARKETING CONSENT  
**+2 MLN SUBSCRIBERS** TO NEWSLETTER  
**+ 1,7 MLN PUSH** PERMISSIONS



**+ 24 mln** of impressions  
**+ 10 mln** users reached



**845mln** organic search results impression in 2025  
**79mln** search engine ads impressions in 2025



**AFFILIATIONS**  
**+ 1100 affiliate** websites with a direct link to TicketOne

## OUR CUSTOMER BASE

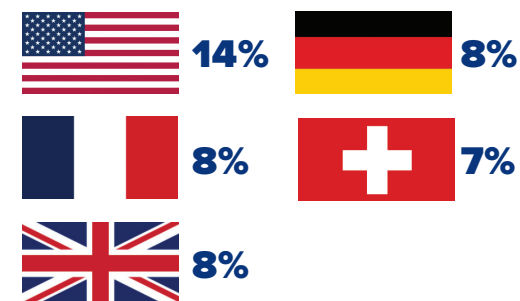
The profile of our consented users allows us to be widespread throughout the territory of Italy and to target the main age groups with our communications.

### ITALY 90%

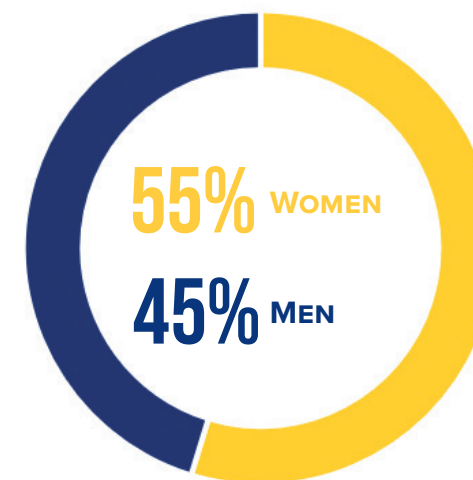
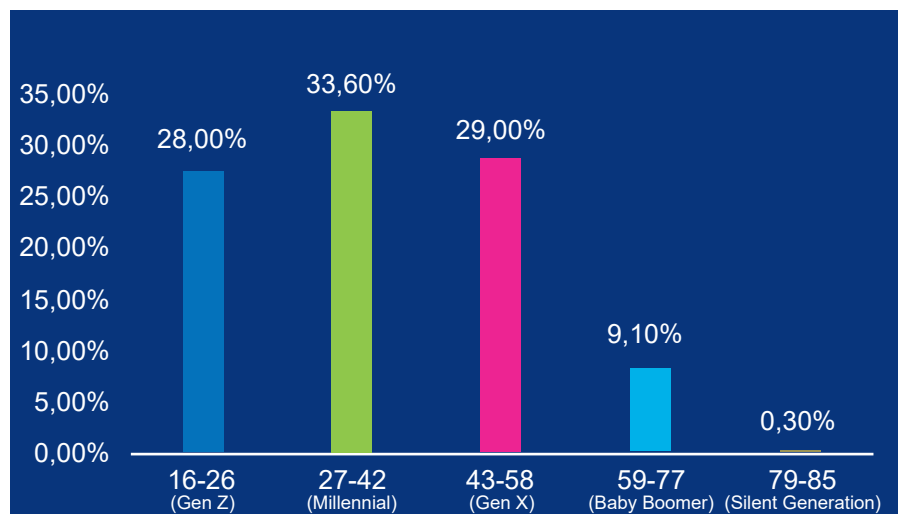


### ABROAD 10%

Main Countries

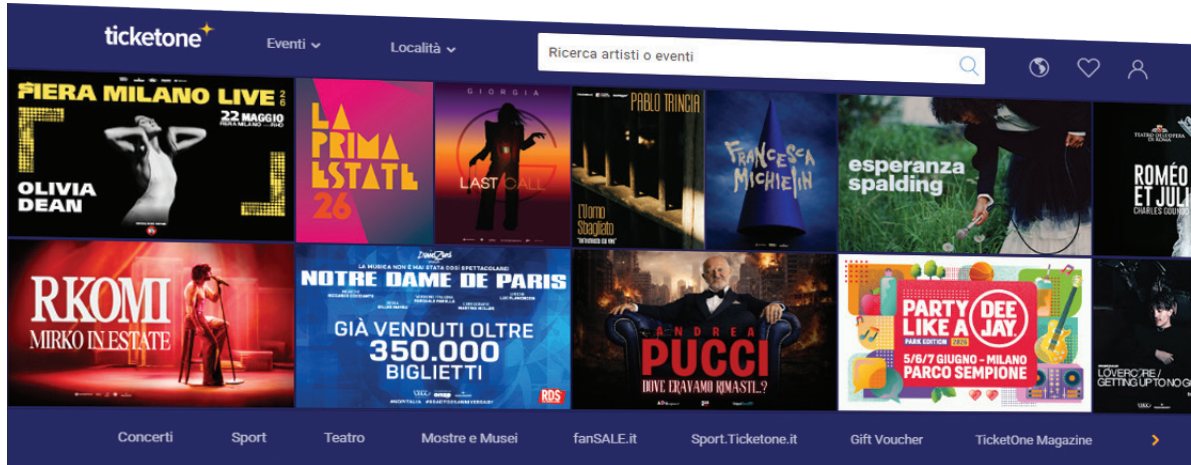


Age groups



# DATA & TARGETING

Leverage insights based on real behavioral data to optimize your campaigns: not just generic interest, but true, passionate fans of live entertainment.



## EXTENSIVE CONTACT DATABASE

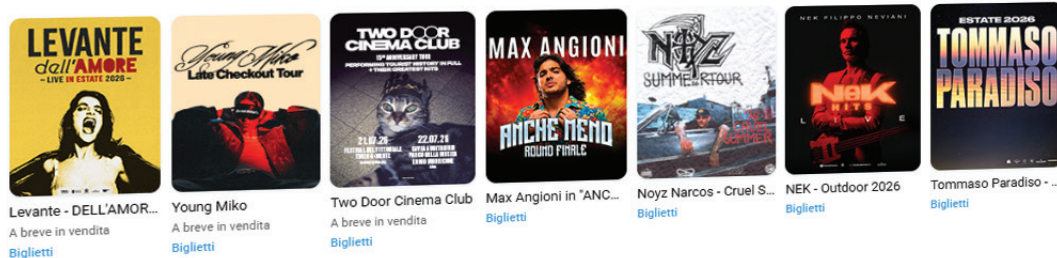
Millions of users with email and push notification permissions who can be reached via communications, registered on a first-party database.

## DETAILED DATA ON BEHAVIOR AND NAVIGATION

Detailed data on which artists and events get the highest engagement, which artists users connect with most, and which venues and locations are the most popular.



Tutte le categorie



## IN-DEPTH REPORTING

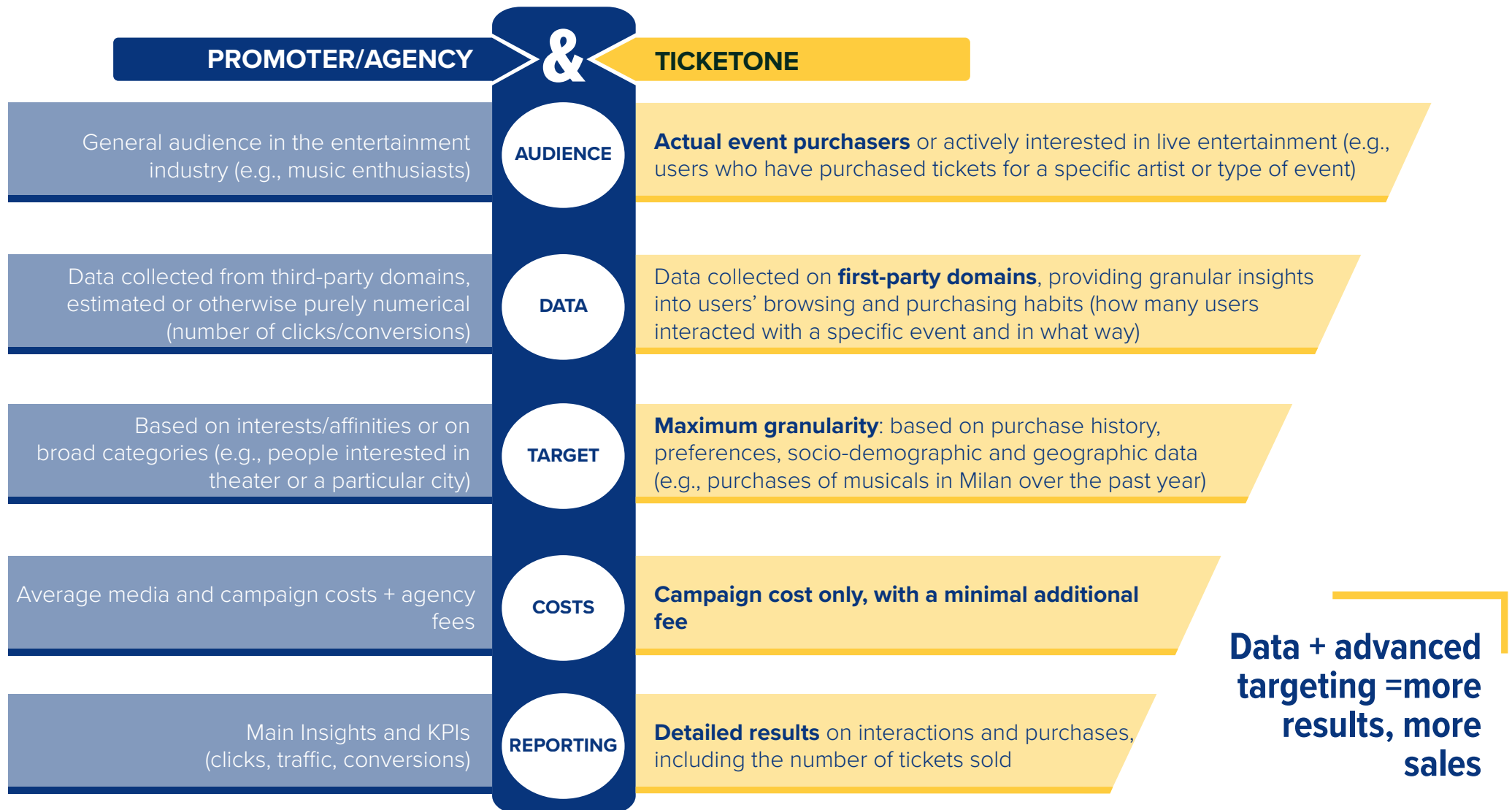
We collect detailed data on interactions with campaigns and touchpoints, as well as on the purchases they generate.

## CUSTOMER PROFILING

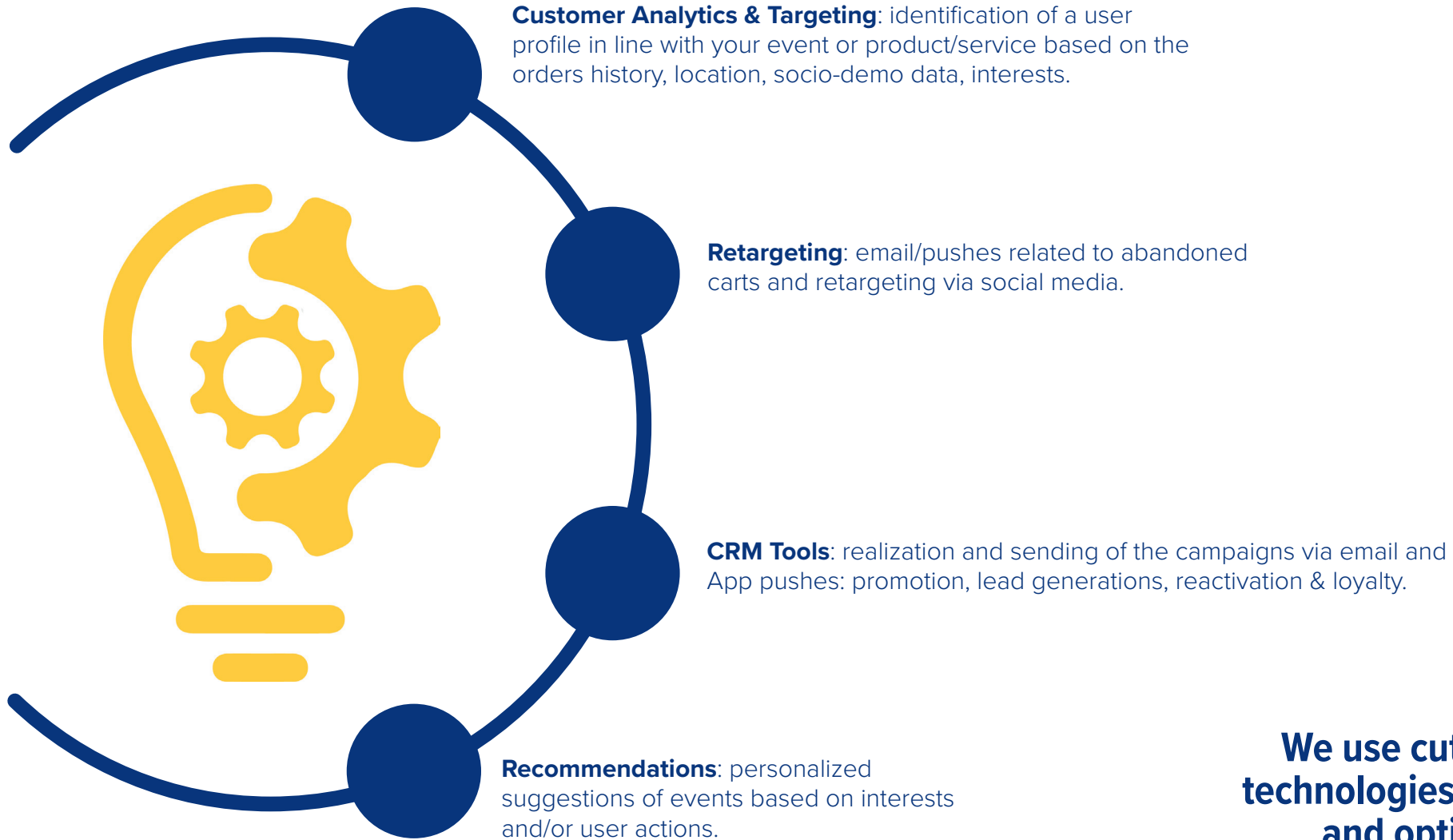
By analyzing the Purchase Profile, we move beyond simple data management to enhance the relationship with the customer: which events they have purchased, in which venue/city, or by profiling them by their sociodemographic and geographic features.

# TICKETONE: THE BEST CHOICE FOR YOUR EVENTS

TicketOne operates as a fully integrated agency focused on live events: not just general users, but **true fans of live entertainment**.



## STATE – OF – THE ART TECHNOLOGY



We use cutting edge technologies to create and optimize your marketing campaigns

# TRACKING & REPORTING

## PERSONALIZED REPORTING FOR YOUR CAMPAIGNS

**Tracking Tags** – We measure and optimize your campaigns thanks to the implementation of the tracking tags (Custom tags, Google tags, Meta API Conversion, Partners tags)

We create **Reporting Dashboards\*** related to the results of your campaigns.

*\*The creation of and access to the personalized Reporting Dashboards: free for Investment Media Plans of more than 20.000 euro/year*

For more information: [newmedia@ticketone.it](mailto:newmedia@ticketone.it)



# WHAT WE DO

We design and realize the personalized and integrated with the different channels marketing campaigns for the Organizers and the B2B Partners interested in:

- Increasing the visibility and the sales of their events, products and ancillary services (cross & up-selling)
- Creating Awareness of their Brand and connecting with an audience of Entertainment addicted users



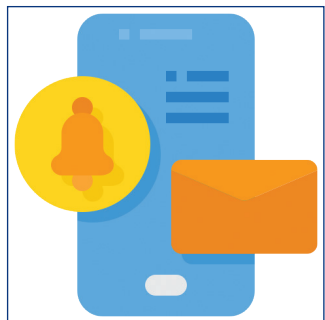
## ON-SITE MARKETING

We increase the visibility of your Event/ Brand with the Display advertising campaigns and *Premium* Placements on our websites and App



## SEA

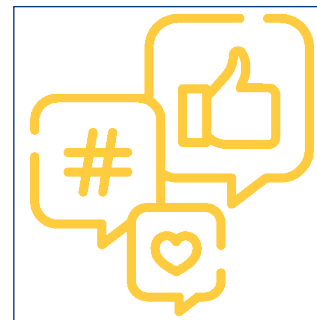
We create Sponsored Announcements on search engines to target the most interested in your events audience at the moment when it is more likely to purchase



## EMAIL & PUSH NOTIFICATIONS

We maximize your sales with targeted communications sent to the most *Affinitive* to your event or product/service Target

We do *Lead generation*, *Loyalty* and *Co-branding* campaigns

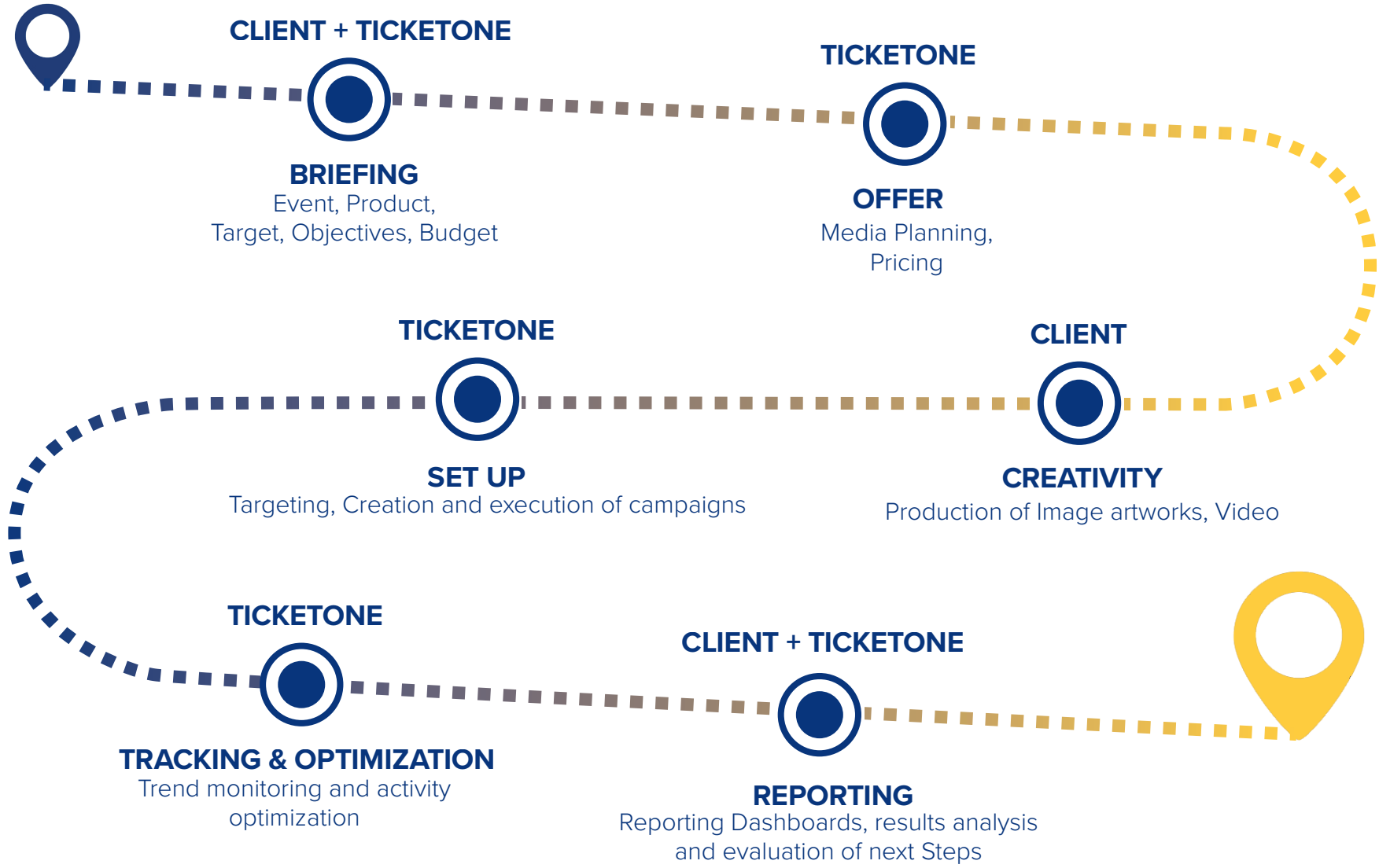


## SOCIAL MEDIA

We increase the reach and engagement of your Event/Brand:

- by creating impactful content (Post, Stories, Video)
- by activating targeted Ads
- by engaging content creators

OUR SERVICES



# EDITORIAL PLACEMENTS HP

## HERO SLIDER

A showcase full of visibility spaces which can meet various investment needs. The Hero Slider shows the main events through fixed and rotating sections.

- 1 Double Big Teaser (Fixed) € 1.200,00 per day
- 2 Big Teaser (Fixed) € 800,00 per day
- 3 Small Poster (Fixed) € 400,00 per day
- 4 Small Poster (in rotation) € 1.200,00 per week
- 5 Big Teaser (in rotation) € 2.400,00 per week

## ALL CATEGORIES

The section consists of fixed posters in top position.

- 6 Poster (fixed) € 1.800,00 per week

## IN EVIDENCE

The section allows the use of animated GIFs. Thanks to its size (300x120px) this section has a strong impact.

- 7 Dynamic box € 1.800,00 per week

## CATEGORIES

The sections (concerts, theatre, museums and sport) consist of fixed boxes.

- 8 Poster Category € 1.200,00 per week

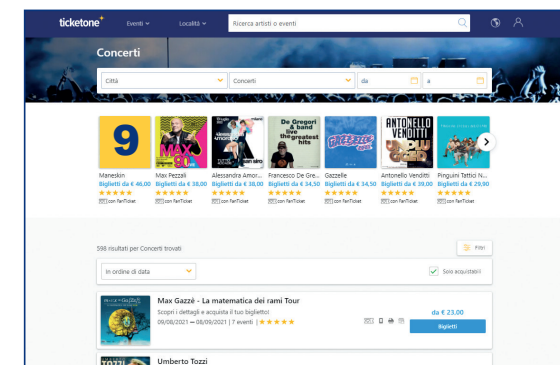


# EDITORIAL PLACEMENTS CATEGORY PAGE

Dedicated pages are available for the categories Concerts, Sport, Exhibitions & Museums, Theatre, Other Shows, International Events and Products.

The pages represent an additional showcase and a list of all the upcoming events (ordered by name, date or customer rate). The Search into the Category Pages is customizable by subcategory (e.g. pop/rock, jazz, metal, etc.), location, period.

- 9 Poster € 600,00 per week



# EDITORIAL BANNER CONTENT

Horizontal fixed banner with high visibility placed on: HP, Category Pages, Event Page of TicketOne.it website.

## HP

Available for Organizers and B2B Partners

**PRICING:**  
to be quoted

For info:  
[newmedia@ticketone.it](mailto:newmedia@ticketone.it)

## EVENTS PAGES

Available only for Partners of Ancillary Services

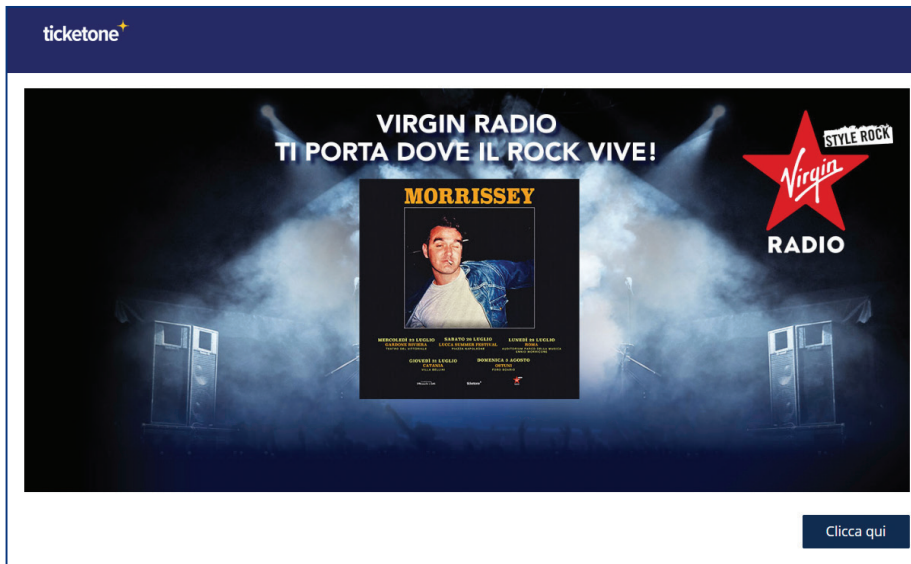
## CATEGORY PAGES

Available for Organizers and B2B Partners

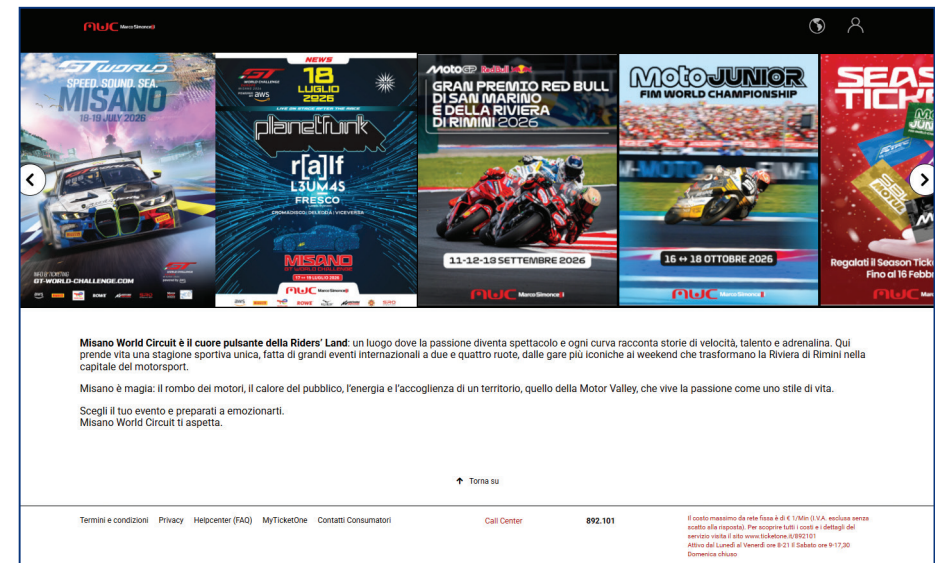
# LANDING PAGE AND PARTNERSHOP

The Landing Page is a page meant to promote groups of events (e.g. theatre seasons) according to the Organizer's needs and/or to promote Co-Branding initiatives with B2B Partners.

The Partnership is a website dedicated to the events of an Organizer, customizable with its logo and colors and integrated into the main Organizer's website through Iframe or Stand alone solutions. With a Partnership the Organizer can request to insert its Tracking Tags related to Meta, Google ADS and Google Analytics.



**LANDING PAGE**



**PARTNERSHOP**

**PRICING:**

**Landing page**

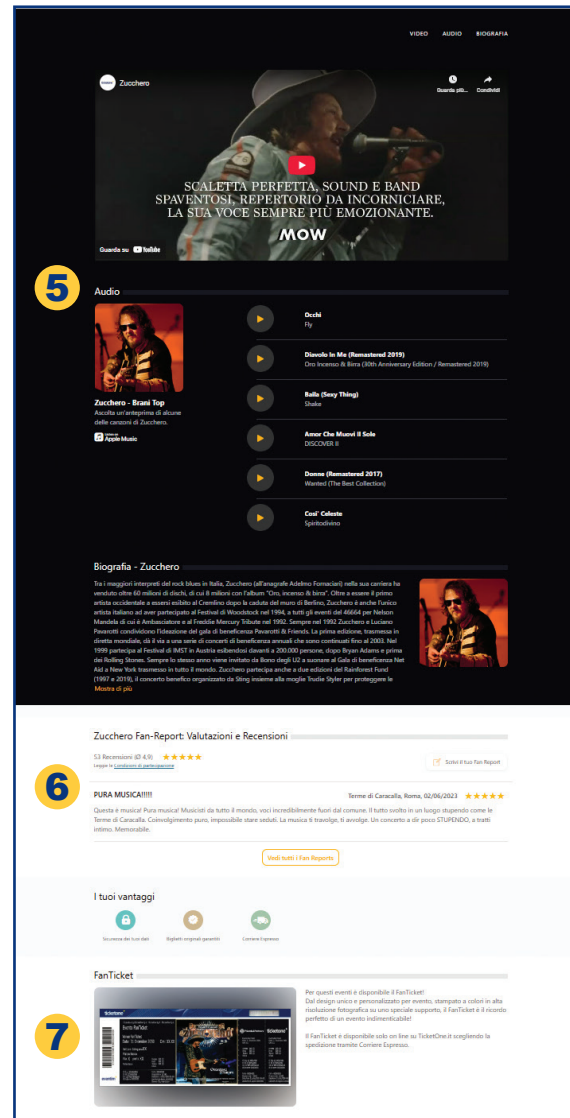
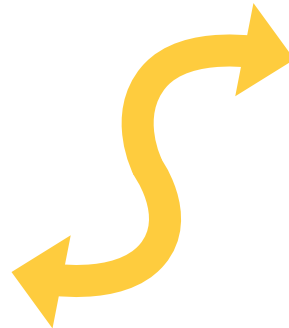
Realization and hosting: 1.000 euro/year

**Partnershop**

Realization: 5.000 euro; Insertion and management of the Organizer's Tracking Tag: 1.000 euro/year

# EVENT PAGE

- 1 Header with high-quality picture
- 2 Tickets/Venue
- 3 Events info
- 4 Ticket alert
- 5 Place dedicated to the artist (photo gallery, video and pre-listening of the songs)
- 6 Ratings and reviews



## 7 FAN TICKET

The FanTicket is a ticket with the unique design and personalized for a specific event

[Find out more](#)



Maximum visibility of the events

# DISPLAY ADVERTISING

Horizontal Advertising Banners are placed in rotation with other banners on home page and on the internal pages of TicketOne.it website.

Positioning: Top of the Page

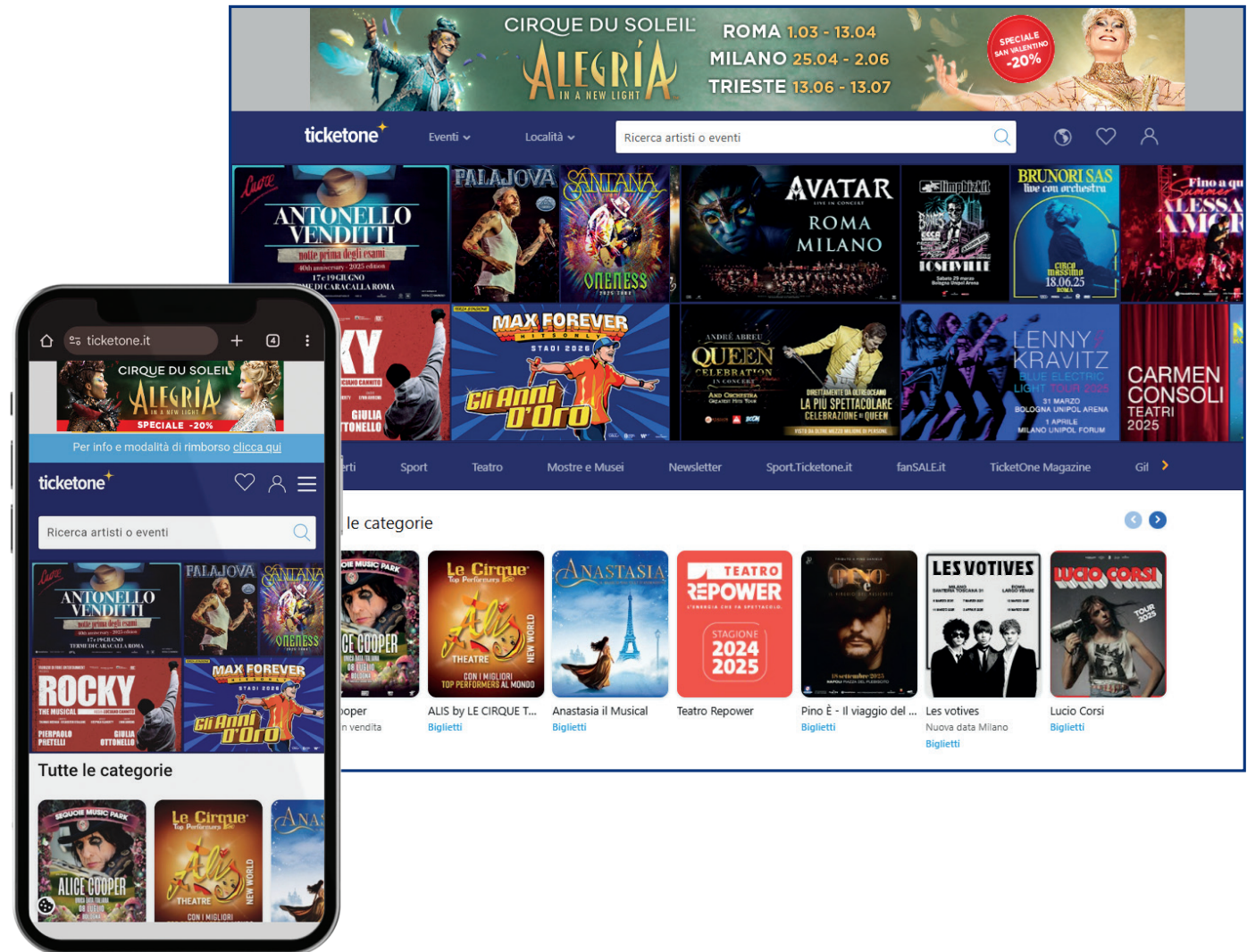
Dimensions

Desktop/Tablet: 1001x120 pixel

Mobile: 320x100 pixel

**PRICING:**

€ 10,00 CPM



# SPORT.TICKETONE.IT

The portal of TicketOne dedicated to the world of Sport integrated also into the main TicketOne.it website!  
At Sport.TicketOne.it it is possible to purchase tickets of all the most important sport upcoming events on the national territory.



## EDITORIAL SPACES AVAILABLE FOR ORGANIZERS OF THE SPORT EVENTS

- 1 Big Teaser **Showcase** 1.000 € /week
- 2 Small Poster **Showcase** 600€ /week
- 3 Other Poster 550 € /week

## EDITORIAL SPACES AVAILABLE FOR B2B PARTNERS

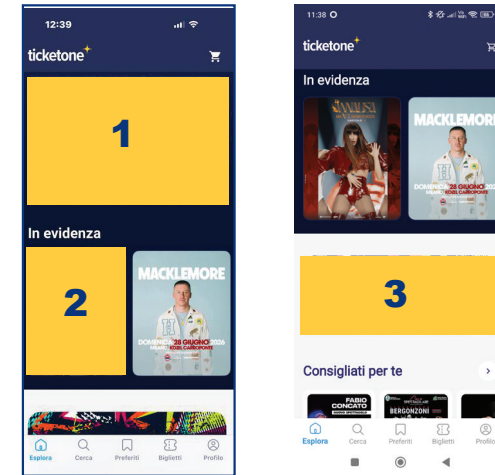
- 4 Editorial Banner Content to be quoted

# APP TICKETONE

TicketOne application which is available for both IOs and Android offers to the Fans an additional channel for information search about the events and acquisition of the tickets in fast and secure way. The initial screen «TOP EVENT» includes a selection of the main upcoming events.

**AVAILABLE EDITORIAL PLACEMENTS**

- 1** Big Teaser : 1.800 euro per week
- 2** Small Poster (in rotation): 1.200 euro per week
- 3** Campaign: 600 euro per week



# PUSH NOTIFICATIONS

Push notifications allow to reach and inform the mobile user in immediate and fast way! The recipients of the push can be profiled based on socio-demographic criteria and affinity with the promoted event (Favourite artists, previous purchases, interests). The push sending consists of different elements and informative steps.



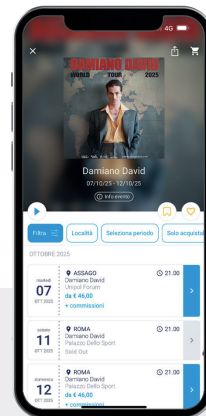
## PUSH NOTIFICATION

Short text with an image related to the promoted event or product/service



## OVERLAY

Banner with an image, extended description and Call to Action with a link. It is displayed when clicking the Notification or directly at the moment of the App opening



## LANDING PAGE

Landing page of the Call to Action present in the Overlay. Can be the page of event acquisition on the App or an external dedicated Landing page

**PRICING:**  
50€ CPM

**A continuously growing channel with more than 2,5 mln installations and 1 mln Push Permissions**

With the right mix between reach and data-driven profiliation, our Direct E-mail Marketing campaigns represent an effective tool for:

- **“inspire”** the clients by providing information about the upcoming events and suggestions about how to «spend» free time
- **“stimulate”** the purchase intention during the sales period also by offering incentives to finish the conversion

## NEWSLETTER GENERALE

Weekly update with the selection of the main upcoming events.

Periodicity: sent every Tuesday.

Target: the whole DB of the subscribers to the TicketOne Newsletter (+ 2 mln)

It consists of various sections: the Showcase with the highlighted events (Top 6) and 1 dedicated section for each category (Concerts/Theatre/Sport and Culture).

Thanks to the maximum Reach guaranteed by sending the communication to all subscribers, this type of email campaign allows to increase the coverage also for the small events which hardly manage to get the visibility in other promotional contexts.



### AVAILABLE PLACEMENTS AND PRICING

Showcase poster	€ 1.300,00
Poster in the category section	€ 900,00
Promo Banner*	€ 1.100,00

\* Horizontal banner used also by the B2B Partners interested in reaching a large audience for increasing the Awareness of their products/services

# OUR TARGETED EMAIL

## REACH THE RIGHT PEOPLE WITH THE RIGHT MESSAGE

Experience in the events promotion and the use of sophisticated systems of analysis and data-driven profiliation allow us to identify and personalize the sending target based on the individual promoted event/s:

- Analysis related to the same event and/or similar events purchasing target
- Identification of the affinite users' profiles by socio-demographic characteristics, by interests (e.g. list of Favourite Artists) and/or purchasing behavior.

### TICKET ALERT

Ticket Alert is the TicketOne service which informs about new upcoming appointments of the Artist/Event to which the user is subscribed.

It is a highly profiled communication towards a target of the users who are «really» interested and intend to purchase the event.

### PRICING

Cost for sending Ticket Alerts with personalized timing of a sending and template image: € 800



### EVENT DEM

Email communications dedicated to the promotion of one specific Event/Tour and sent to a target of affinite users.

To encourage purchase, price discounts and special tariffs in links reserved for the sending target or Early Bird can be used.

### PRICING

€ 15,00 CPM



Ad hoc profiliation for each need

# OUR TARGETED EMAIL

## MULTIEVENT DEM

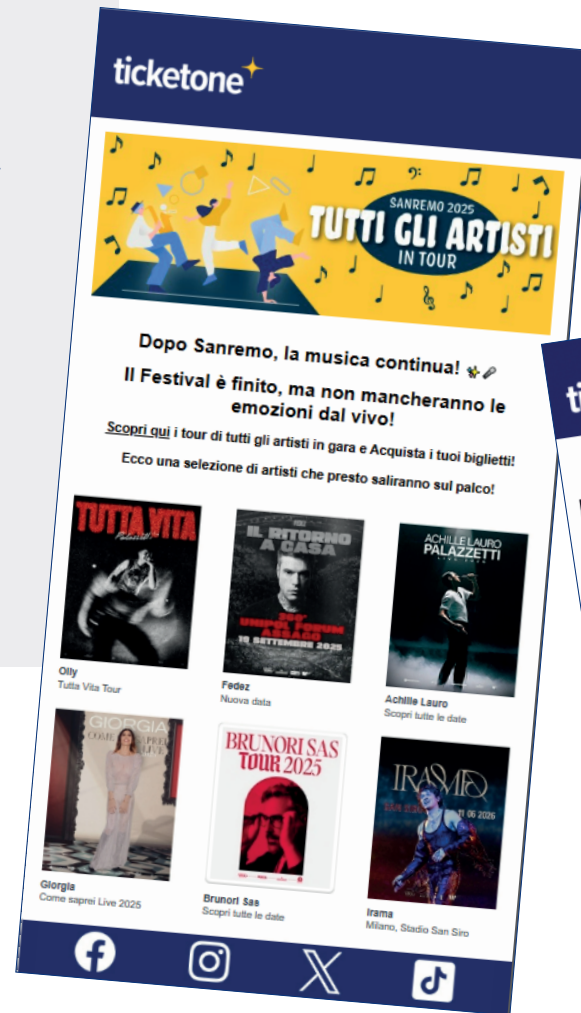
Communications dedicated to the promotion of multiple events, e.g. events of the same Organizer or selection of events for special occasions (Gift Ideas for Valentine's Day and similar).

The target is selected based on the affinity with the events included in the communications.

## PRICING

DEM sent for one Organizer:  
€ 15,00 CPM

Editorial TicketOne DEM  
(e.g. Sanremo DEM)  
Poster of event in the first row: 1.000 €



## COMMERCIAL DEM

For B2B Partners it is possible to use the database of TicketOne users (with the authorization to third party communications) for realizing campaigns (also co-branded) of:

Lead Generation & Loyalty

Awareness

Up & Cross selling (special tariffs for transportation to the event, download upcoming album...)

## PRICING

€ 15,00 CPM



# SOCIAL MEDIA

Thanks to the power of the community developed by TicketOne, in continuous growth, and to the ability to engage new users, our Social channels represent the ideal Touchpoint for informing about, promoting and creating engagement for your event.

## FACEBOOK (FROM 2011)



### THE POWER OF THE COMMUNITY

- 2,3 mln followers | +9 mln impressions/month
- Wide visibility for increasing the awareness of your event on large scale and towards a community of affectionate followers

## INSTAGRAM (FROM 2014)



### THE HEART OF THE VISUAL ENGAGEMENT

- 440 thousand followers | +11 mln impressions/month
- Visual and emotional content (images, reels and stories) for informing about the upcoming events, creating hype and involving the users

## TIKTOK (FROM 2023)



### CREATION OF TRENDS AND VIRALITY

- 100 thousand followers | +1,2 mln Likes | 2,7 mln Video Views/mese
- Short videos, creativity, collaborations with content creators and adoption of native TOV of the platform for transmitting the event emotions and increasing the virality for the young target (Gen Z and Millennials)

## X (FROM 2011)



### UPDATES AND INTERACTION IN REAL TIME




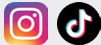


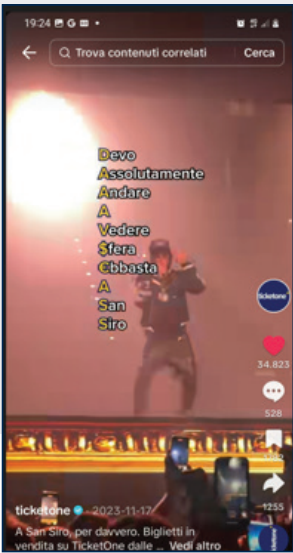
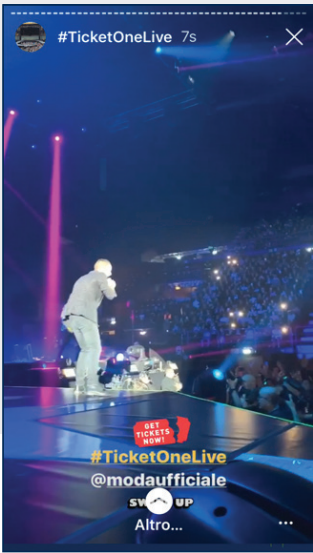
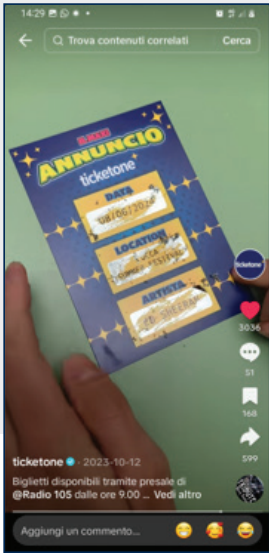

- 120 thousand Followers | 1,5 mln views
- An important tool for reaching thousands of fans in real time by providing them immediate information about upcoming events



**TicketOne**  
is social

# ORGANIC POSTS

Editorial targeted and personalized (Posts, Stories and Videos) content is meant both for **promoting new openings** and for **stimulating interest in events participation** by attracting the attention of the audience during leisure time when it is more likely to discover new events and share them with friends and followers.

IMAGE CONTENT	VIDEO CONTENT	FORMAT #TICKETONELIVE	CREATIVE VIDEO EDIT	CREATORS CONTENT
				
				
<p>Official Organizer's artwork. Ideal for: announcements and info about event. Format: Post &amp; Stories.</p>	<p>Video from Organizer or from archive shoot by TicketOne. Ideal for: creating engagement towards the event. Post, Stories, Reels.</p>	<p>Sharing the event in real time. Ideal for: transmitting the atmosphere of Live creating emotional bond with event. Storytelling: before, during, after event. Format: Posts, Stories, Reels.</p>	<p>Videos realized internally. Trends and creative contents. Ideal for: Announcements and creating interest and curiosity. Format: Video Post.</p>	<p>Creation of Video ad hoc for the TikTok channel through engagement of Creators (before and/or during event). Ideal for: creating engagement and intercept the community of creators. Format: Video Post.</p>

## SOCIAL MEDIA ADS

Advertising campaigns dedicated to extending the visibility of your event reaching not only the Fan Base of the TicketOne social pages but also new users potentially interested in the purchase.

### ADVANCED TARGETING:

The campaigns can be profiled by more levels to guarantee the maximum impact.

**Socio-demographic data:** age, gender, location, etc.

**Specific interests:** music, theatre, sport, with detailed segmentation (jazz, ballet, football, etc.)

**Fans and followers** of determined artists and/or events

Behavioral **preferences** based on social interactions of the users

### DETAILED REPORTING

For every active campaign TicketOne can provide a detailed report with a series of performance KPI, such as reach, impressions, clicks and insights about demographic groups, localization and interests.

### PRICING:

Campaign Cost (Budget of investment on Social channel) + Fee of TicketOne management equal to 10% of the investment\*

*\*Fee is not applied in case of Marketing Plans purchase with a total value exceeding 10.000 €*



## TicketOne Meta Ads

1 dic 2024 - 31 dic 2024

### Summary of all campaigns

Importo speso	Impression	Costo per impression	Ordini	Costo per acquisto	Biglietti	Valore conversione	ROAS
24.556,34 €	13.220.810	0,002 €	659	37,26 €	1.338	78.178,72 €	3,18

### TOP-10 events campaigns by spend

Nome campagna	Data inizio	Data fine	Importo speso	Impression	Ordini	Costo per acquisto	Biglietti	Valore conversione	ROAS
1. EVENT - Teatro	12 dic 2024	31 dic 2024	800,00 €	680.464	182	4,40 €	369	22.330,42 €	27,91
2. EVENT - Teatro	17 dic 2024	31 dic 2024	850,00 €	665.199	117	7,26 €	238	13.377,31 €	15,74
3. EVENT - Teatro	29 nov 2024	31 dic 2024	944,81 €	632.962	101	9,35 €	205	12.609,74 €	13,35
4. EVENT - Teatro	4 dic 2024	22 dic 2024	849,93 €	408.456	89	9,55 €	181	9.930,83 €	11,68
5. EVENT - Teatro	5 dic 2024	13 dic 2024	999,86 €	629.953	42	23,81 €	85	5.105,40 €	5,11
6. EVENT - Teatro	6 dic 2024	5 gen 2025	720,90 €	480.399	32	22,53 €	65	2.780,77 €	3,86
7. EVENT - Sport	20 dic 2024	19 gen 2025	771,30 €	494.427	31	24,88 €	63	3.209,24 €	4,16
8. EVENTS - EDM	18 dic 2024	1 gen 2025	999,38 €	778.673	23	43,45 €	47	2.798,07 €	2,80

## SPECIAL INITIATIVES – GIFT VOUCHER

We realize marketing, loyalty, incentive and contests projects with offer of exclusive services and benefits for clients of partner companies such as exclusive TicketOne Gift Voucher. The Partners in such a way can:

- Reach a qualified and highly profiled audience
- Create targeted promotion campaigns which meet the real interests of the final users
- Offer a “transversal” award to their target and potentially fit “the tastes” of all their clients (thanks to the offer’s big choice of available events on the TicketOne website)

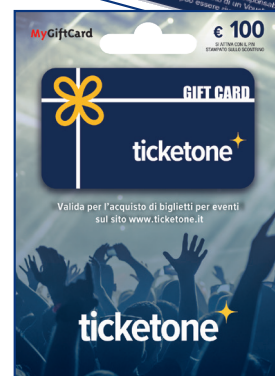


## ADDITIONAL SERVICES

TicketOne can offer additional support to its partners in terms of communication of the recently carried-out initiatives through the use of different communication tools among which are:

- Banner on the TicketOne.it website
- Dedicated Landing Page
- Profiled DEM and Banner in Newsletter
- Social Media

The winning marketing mix will be evaluated by the New Media area.



# GOOGLE ADS

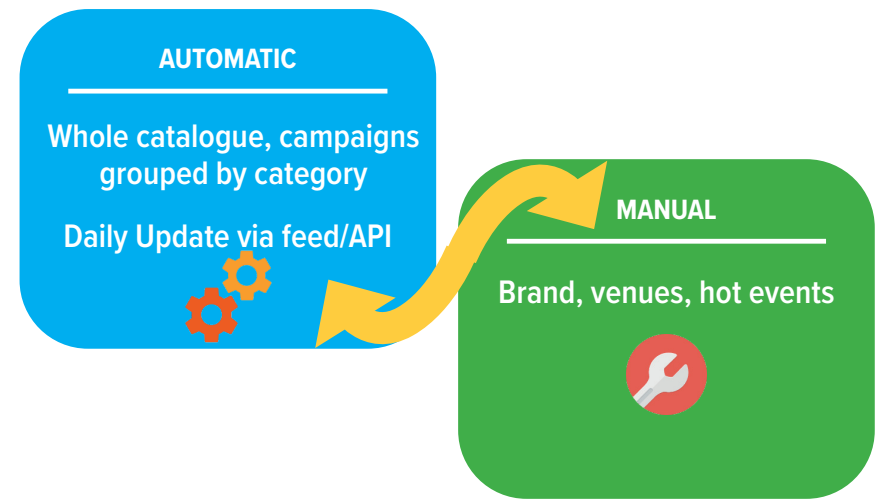
With more than over **79 million** impressions, more than **31 million** clicks and average annual CTR equal to **40%**, our paid announcements on Google search engine represent one of the most effective investment channels.

Thanks to the joint use of manually created ads and a system of automatic generation of the announcements, with update of sales availability every 3 hours, we can cover the whole catalog of events on sale on the TicketOne website.

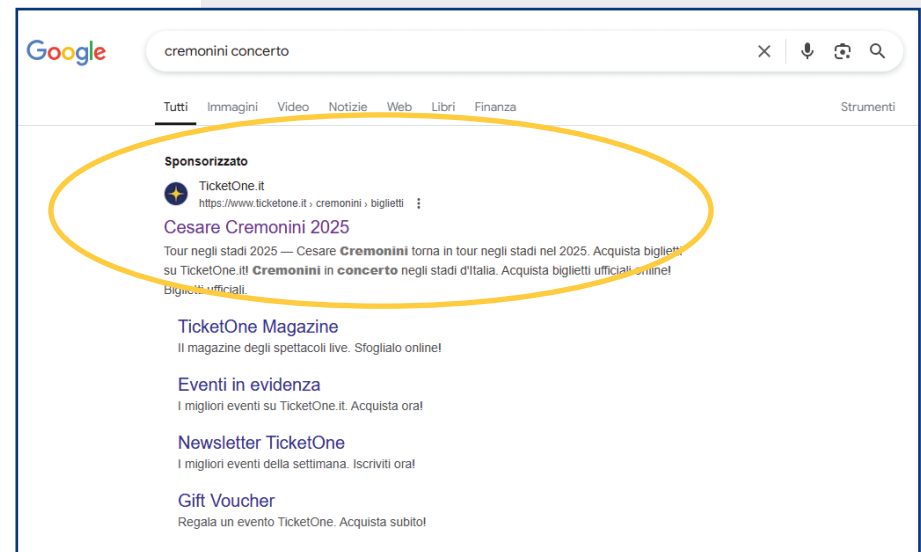
Upon request, we create and manage Ads campaigns dedicated to a specific event/Tour with the budget investment goals, announcements copywrite, keywords acquisition and definition of the personalized offers strategy.

More opportunities for the organizers which in such a way can access an additional promotion channel relying on TicketOne know-how in its

**PRICING**  
 Campaign Cost (Investment Budget on Google channel) + Fee of TicketOne management equal to 10% of the investment\*  
 \*Fee is not applied in case of Marketing Plans purchase with a total value exceeding 10.000 €



## TEXT ADS



# AFFILIATION PROGRAMS

TicketOne is able to expand the visibility of its events through a vast network of selected websites. Thanks to the direct collaboration with Affiliate Marketing societies which are Awin and TradeDoubler, more than 1000 affiliated partner websites publish on their pages the information about the events on sale on TicketOne.it.

1100+

THE AFFILIATED PARTNER WEBSITES IN TICKETONE PROGRAM

150k

THE TRANSACTIONS GENERATED THROUGH PARTNER WEBSITES IN 2025

01



01

The client visits the publisher's website.

02



02

The client finds a link or a banner on the publisher's website which promotes a TicketOne event and is being transferred to the TicketOne.it website.

03



03

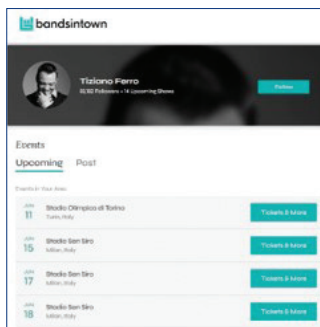
The client completes a transaction on the TicketOne.it website.

04



04

TicketOne.it acknowledges a commission to the publisher's website which incentivized the transaction.



More examples of link integration to TicketOne. it from the affiliated publishers' websites site.



Distributed for free:

- In more than 1000 TicketOne points of sale in the whole Italy;
- At the theatres and some of the most important music, sport, entertainment and culture events venues in all the national territory;
- Included for free in all deliveries for internet and Call Center buyers.

Contents:

- Previews (often exclusive) of unmissable events;
- Articles and insights about the music, sport, theatre, art events of the month;
- Calendars with all the most important events in each sector with indication on how to purchase tickets.

**SPECIFICATIONS**

Quarterly Free Press  
 Circulation: 100 thousand copies  
 Foliation: 96 pages  
 Format: cm 14 x 19



The magazine of live events



## CALL CENTER

With the TicketOne Call Center it is possible to:

- Get useful information about the available events in the TicketOne catalogue
- Purchase tickets for the desired event with the support of a qualified operator
- Pay with one of these enabled credit cards: VISA, MASTERCARD, AMERICAN EXPRESS, JCB, DINERS, POSTEPAY

### WORKING HOURS

Call center is active

Monday: 8-21

Tuesday: 8-21

Wednesday: 8-21

Thursday: 8-21

Friday: 8-21

Saturday: 9-17:30

Sunday: closed

### OTHER NUMBERS

Calls from Switzerland +41 0900 892 101

The call center is active: from Monday to Friday: 8-21, on Saturday from 9 to 17:30, closed on Sunday. Cost of the call: 2,00 CHF per minute without response charges for all clients who calls from Switzerland phones.



Logos and manuals of use



### ACCESS TO THE SERVICE AND COSTS

The service is only for adults. The cost of the call from a landline is 1 euro per minute with no response charge. The maximum length of the tariffed call is 12 minutes and 30 seconds. Maximum cost of the service from a mobile phone is 1 euro and 50 cents per minute with response charge of 12,91cents. All the prices above include VAT.

N.B. Any additions of call center logo and/or number should always be correlated with the indication of printing costs and reference to the landing page for online publications.

Information and sales channel

For further information about Editorial Spaces on TicketOne website and in e-mails, for TicketOne partner spaces, for Google campaigns (AdWords) and Social (Facebook, Twitter,...):  
TicketOne S.p.A  
[newmedia@ticketone.it](mailto:newmedia@ticketone.it)

For further information about Advertising Spaces on TicketOne website and in e-mails:  
System 24 – Gruppo 24 ORE - Divisione WebSystem 24  
[marketing.websystem@ilsole24ore.com](mailto:marketing.websystem@ilsole24ore.com)  
Ph. 02 30223003 - 06 30226100

For further information about TicketOne Magazine (both editorial and advertising spaces):  
[magazine@ticketone.it](mailto:magazine@ticketone.it)

For further information about Partnerships and Special Initiatives:  
[marketing@ticketone.it](mailto:marketing@ticketone.it)

To download TicketOne logos and the manual of its use:  
[www.ticketone.it/logo](http://www.ticketone.it/logo)



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