

YOUR TICKET TO A FASTER CHECKOUT EXPERIENCE

Ticket Liquidator ticket liquidator



A major player in the secondary ticket industry, Ticket Liquidator is an online marketplace connecting buyers and sellers with millions of tickets to sporting events, theater performances and concerts. Launched in 2003, Ticket Liquidator is home to one of the largest online inventories of tickets, giving customers access to many popular and sometimes sold-out events through its desktop and mobile website. The company's branding extends beyond the ticket sale process and focuses on inspiring customers with the experience and memories of attending an event.


sense to partner with Google Wallet. Being able to log into our site using existing Google accounts is an excellent added benefit to our customers."

A Game Day Win

The rollout of Google Wallet exceeded the expectations of the Ticket Liquidator team, who had established a rigorous timeline to meet benchmarks. Ticket Liquidator's development team and Google were "highly interactive," staying connected by email and on weekly status calls. Ticket Liquidator found the Google team to be "extremely accessible," always willing to set up additional time to talk. "We surpassed all our benchmarks, getting the work done much faster than we anticipated!" comments Stacey.

In the Spotlight

Ticket Liquidator boosted the implementation with announcements and promotions. Within two months of debuting, Google Wallet gained strong traction with Ticket Liquidator's mobile customers. More than 11 percent of all mobile web purchases were made using Google Wallet during this period, and mobile order volume also increased over the previous period. "We believe that we're not only attracting new customers because of our innovation with Google Wallet, but that returning customers are coming back to take advantage of these new features as well," says Stacey.

With Google Wallet supporting a faster checkout experience, Stacey knows Ticket Liquidator is poised for continued growth in the mobile space. "The selling and buying of tickets isn't going to change," adds Stacey. "But the devices that people use to buy and sell tickets will. That's why we're thrilled to have Google supporting our mobile innovation initiatives." 

To learn more about faster checkout on your mobile site and apps, visit google.com/wallet/business



In just the first two months after implementation, more than 11 percent of all mobile web purchases were made using Google Wallet.

Mobile Takes Center Stage

Ticket Liquidator offers a streamlined shopping experience that includes intelligent features for browsing and finding top live entertainment events. With mobile usage up over the last year, Stacey Bednarz, Director at Ticket Liquidator, recognized the need for a robust mobile strategy. "Mobile is obviously the future as more shopping transactions are happening on phones and tablets," she says. "Our initiative is to continually improve the mobile experience in ways that are innovative and user friendly."

Always seeking out solutions to make the customer shopping experience easier, Stacey turned to Google Wallet Instant Buy to make the checkout process as seamless as possible. "Google Wallet helped solve a major pain point we were seeing with customers—the process of entering billing and shipping information on a mobile device," asserts Stacey. By clicking the "Buy with Google" button at checkout, customers can now complete their ticket purchase in just a few clicks, without needing to enter billing information, shipping address or payment details.

"Google is a trusted brand, and people feel comfortable using it," adds Stacey. "We had a great experience with Google in the past. It only made