



CartStack

CASE STUDY

How Jurassic Quest recovers over
\$30,000 in lost ticket revenue
each month, using CartStack.



What is CartStack?

CartStack is the premiere revenue recovery software for all-things-ticketed. Our software is used by museums, aquariums, zoos, festivals and other ticketed events all over the country with one goal...

Recover Lost Ticket Revenue

Integrating with TixTrack's Ticketure platform allows CartStack to monitor your website visitors, record real-time event & contact data from their visit, and send targeted multi-channel reminders to reengage and recover anyone who leaves before booking.

About Jurassic Quest

Jurassic Quest is a touring, ticketed attraction for dinosaur fans of all ages. Their world-famous, life-size dinosaurs are meticulously painted and animated to be realer-than-real. Visitors have the opportunity to ride a dino, meet baby dinosaurs, dig for fossils and much more! What's not to love?!

Why CartStack?

Jurassic Quest noticed that, even though tickets were going like hot cakes, a significant portion of ticket purchases were being abandoned. So they came to CartStack for help recovering them!

The Process

Real-Time Visitor Identification

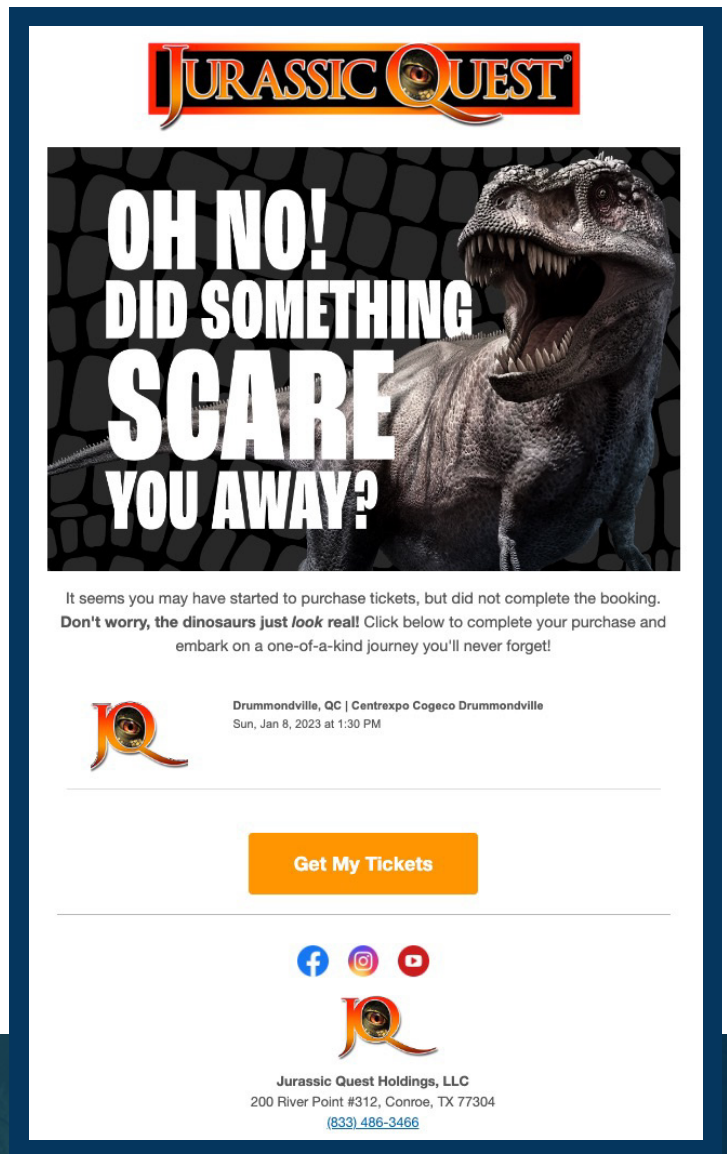
Integrate with the Ticketure system to auto-capture contact data in real time from visitors who self-identify at any point during their visit.

Ticketing Engine Data Sync

Ensure CartStack's integration is also capturing detailed event data from abandoned purchases, to use for personalization purposes within recovery campaigns.

Ticket Recovery Email Campaign

Design & launch a series of 3 timed emails, personalized with relevant event data, to target visitors who initiated and then abandoned a ticket purchase.



The 30 Day Results

\$33,306.21

Recovered

Abandons 2382

Recovered 292

Conversion 12.3%

 Sent 6012

 Opened 61.7%

 Clicked 10.6%

 Unsubs 1.3%

61%

Avg Open Rate

12%

Avg Conversion Rate

22X

Return On Investment

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