




# Taylor Swift ERAS Tour Ticket Distribution

Your Name(s) Here



**Task 1:**  
**Watch the video and**  
**answer**  
**the questions that**  
**follow.**

Watch the video below (until the 6:39:00 mark):



## **What was one of the biggest frustrations about this ticket sale?**

Taylor Swift fans were led to believe that they had multiple avenues to be able to secure tickets to the tour and they didn't.

**Fans have made the case that Taylor is partially at fault for the challenges that occurred during the ticket sale. Do you agree? Explain.**

Answers will vary.


**How do these ticket sale challenges impact Taylor's brand image and loyalty? Explain.**

Answers will vary.

## **Explain how dynamic pricing works on Ticketmaster's site.**

The idea behind dynamic pricing is to match the real market value of the tickets, so, if a particular artist is exceptionally popular, the tickets are priced a little bit higher right away. There's an algorithm that recognizes that tickets that might be purchased inexpensively and then sold on the secondary market for two or three times what was paid.

Dynamic pricing allows the artist to capture this revenue during the ticket sale rather than simply seeing someone else make that profit by buying the ticket and then reselling it.



**Task 2:**  
**Read the next few slides**  
**detailing what went wrong**  
**on the Ticketmaster site.**



# Flaws in the Verified Fans System

- To differentiate bots from actual humans, Ticketmaster implemented a Verified Fans system
  - There were 3.5 million verified fans for the presale
  - Of those, 1.5 million received an invite passcode and 2 million were waitlisted.
- Ticketmaster was prepared to handle these 1.5 million fans, but 14 million showed up.
- 15% of interactions across the site experienced issues, including pass code validation errors
- Ticketing system also failed to reject new requests for access even after the capacity (1.5 million fans) was reached.

# Mounting System Failures

- Low supply, high demand
  - Ticketmaster sold 2.4 million tickets compared to the 14 million customers and bots trying to buy
- Bots (DDoS attack)
  - Scalpers used bots to purchase tickets before verified users had the chance to buy.
- Customers repeatedly trying to purchase
  - After customers received errors, they attempted to access to site again, resulting in even more traffic to the site
- Third-party dependencies
  - Third-party payment processors, like Paypal, were relied on to process payments from customers. When the Ticketmaster system crashed, these other services were unable to process payments or return information to customers.



### **Task 3:**

**Design a new, revised distribution plan for Taylor Swift's concert tickets by answering the questions on the following slides.**

# Target Market

Identify one of the target markets for Taylor Swift's concert tickets. Create a customer profile for this target market. Include the demographic, psychographic, geographic, and behavioral characteristics for this market.

Demographic	Psychographic
Geographic	Behavioral

# Channels of Distribution

Decide on five different channels of distribution you will use to distribute tickets to your target audience. Include specific information about the intermediaries used for each channel. Explain why you chose the channel and intermediaries you did.

Channel #1:	Channel #2:	Channel #3:	Channel #4:	Channel #5:
Explanation:	Explanation:	Explanation:	Explanation:	Explanation:

# Access to Product

How will you ensure that all fans or potential customers have equal and fair access to the product? What are some strategies you could use to make sure that what happened with Ticketmaster doesn't happen again?

Type your answer here

# Shipping/Transportation

What shipping methods or other methods will you use to provide fans with proof of purchase and with their tickets? Will you use multiple methods? Explain your reasoning.

Type your answer here

# Potential Challenges

Explain a few things that could go wrong with your strategy.  
How will you address these challenges?

Type your answer here