easy connect

Spreading the Word: Audience Engagement in a Post-Print World

Why Apps Win in a Post-Print World

August 8th, 1pm
John Kieser, Arts & Media Consultant
JDJK Consulting

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Smartphone penetration

95 to 98%

In November 2024 91% of all US residents owned a smartphone.*

Recent studies of early 2025 show numbers over 95%, up to 98%.

* Pew Research Center

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4 hours each day

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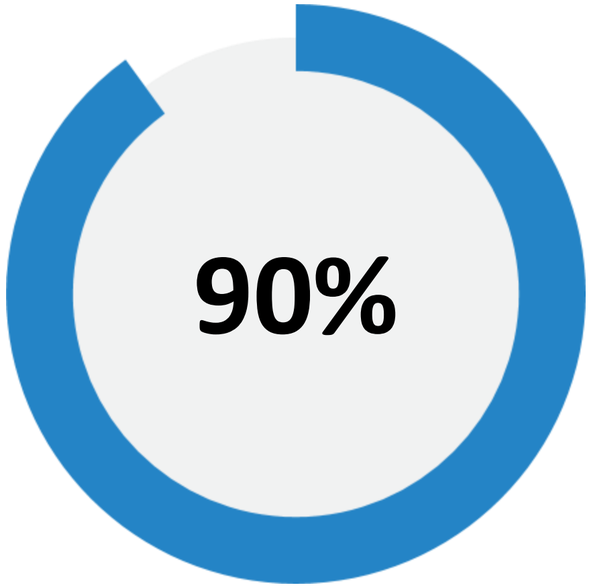

nearly 90% of mobile internet usage is spent in apps, owing to the better user experience apps provide for mobile web users

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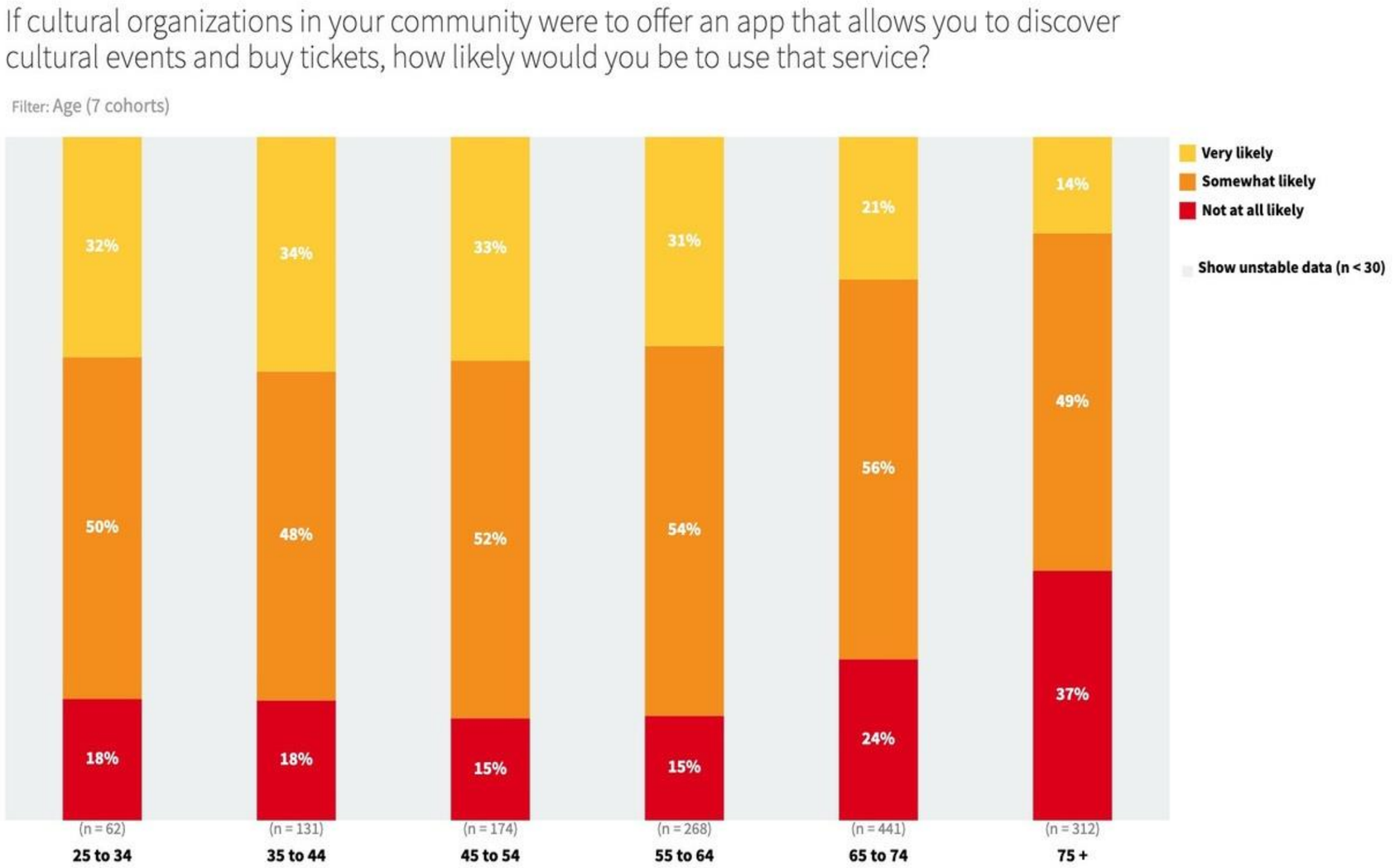
Respondents across age cohorts, and especially ‘Initiators,’ are open to using apps for cultural events…



This chart courtesy of WolfBrown Consultancy
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Consumers trust people more than brands

98%

of consumers believe recommendations from friends and family over all forms of advertising*

* according to Nielson

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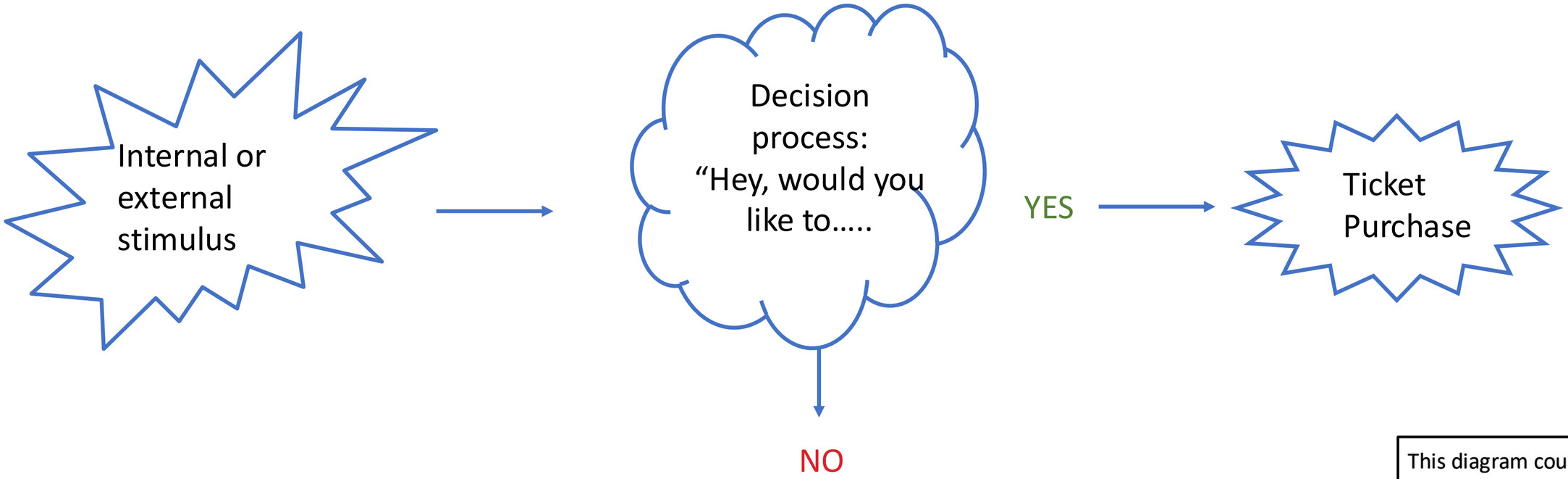
Purchase process for those in a relationship, who do not attend ‘with friends’



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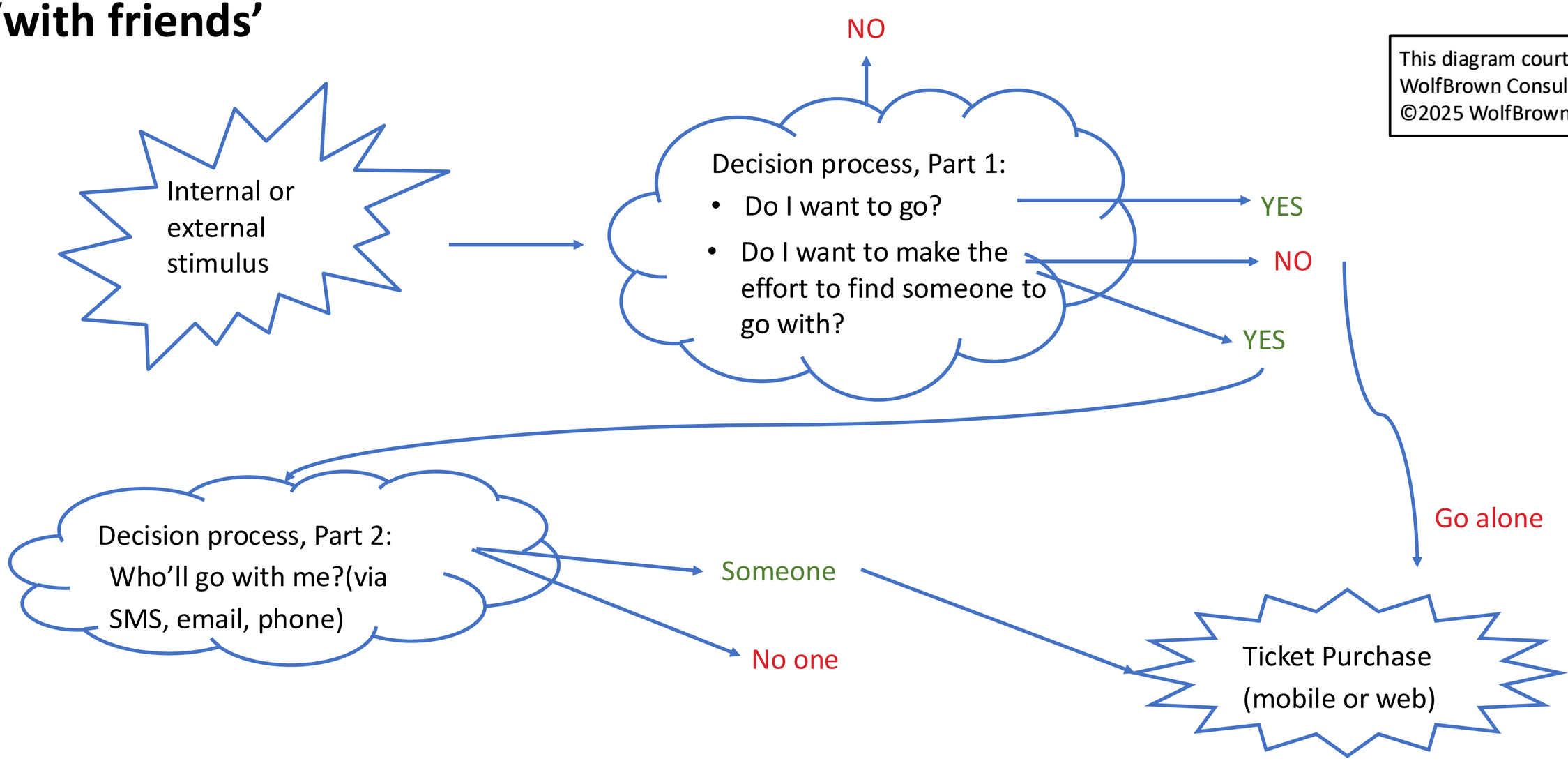
Purchase process for those not in a relationship, or who want to attend ‘with friends’



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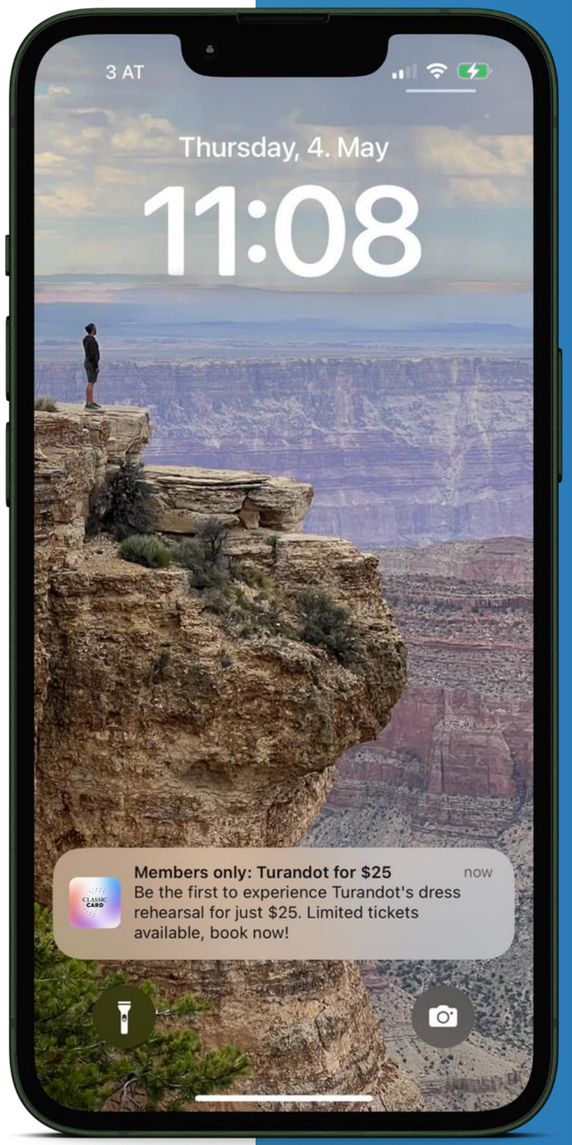
Key elements of digital engagement strategies

1. Meet your audience and influencers where they are – smartphones and apps
2. Make it easy – no log-ins, direct connection to CRM, and as few clicks as possible
3. Friends trust friends – make it easy to invite, coordinate, and share
4. Know before they go – rich media, podcasts, FAQ’s



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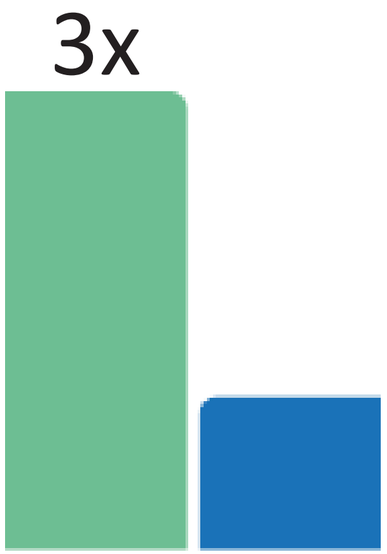
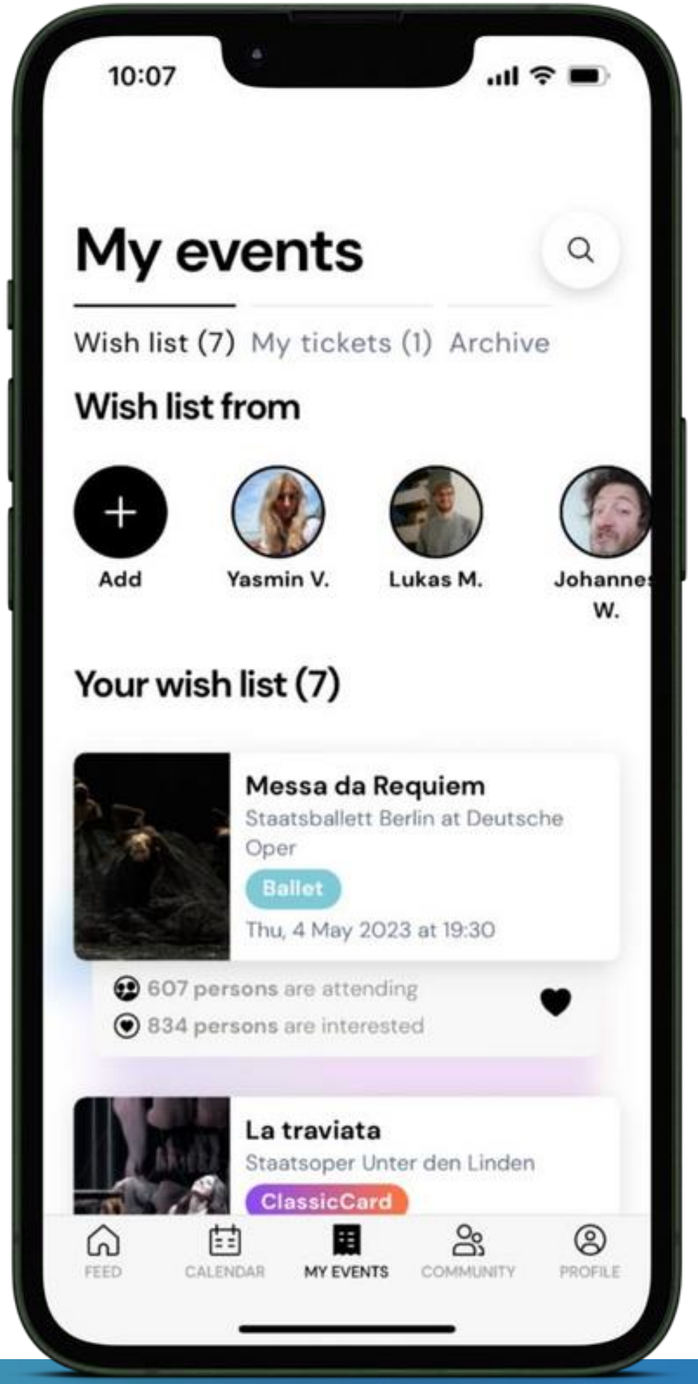
233%



Conversion rates on apps are 3x higher than mobile websites



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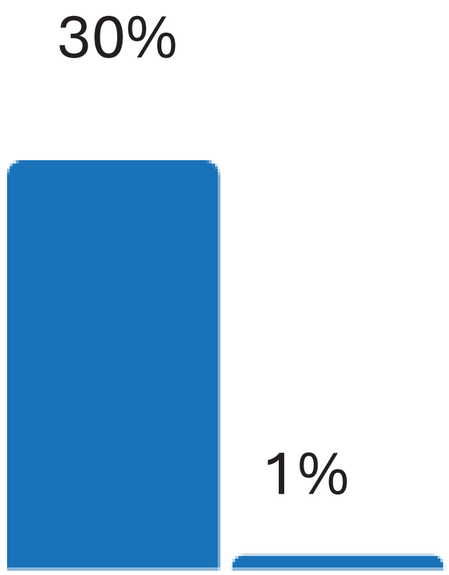
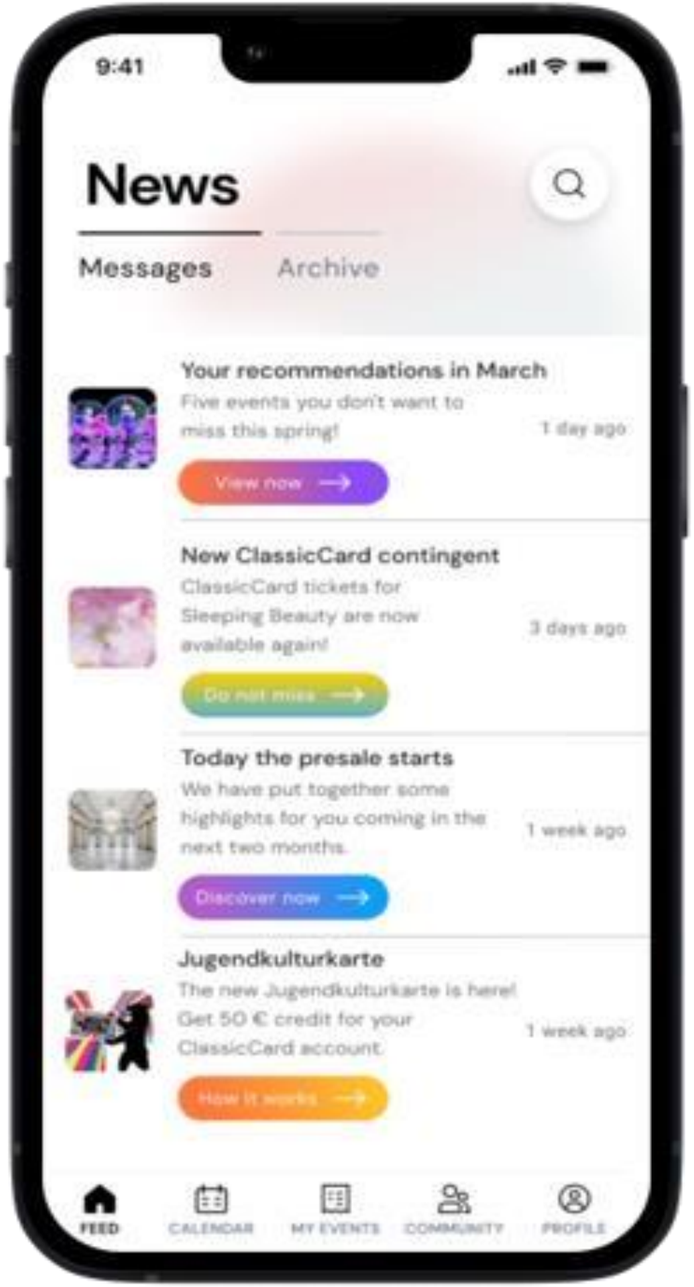
30% vs 1%



Personalized Push notifications have a click-through rate of up to 30%, significantly higher than the 1-3% rate for emails*



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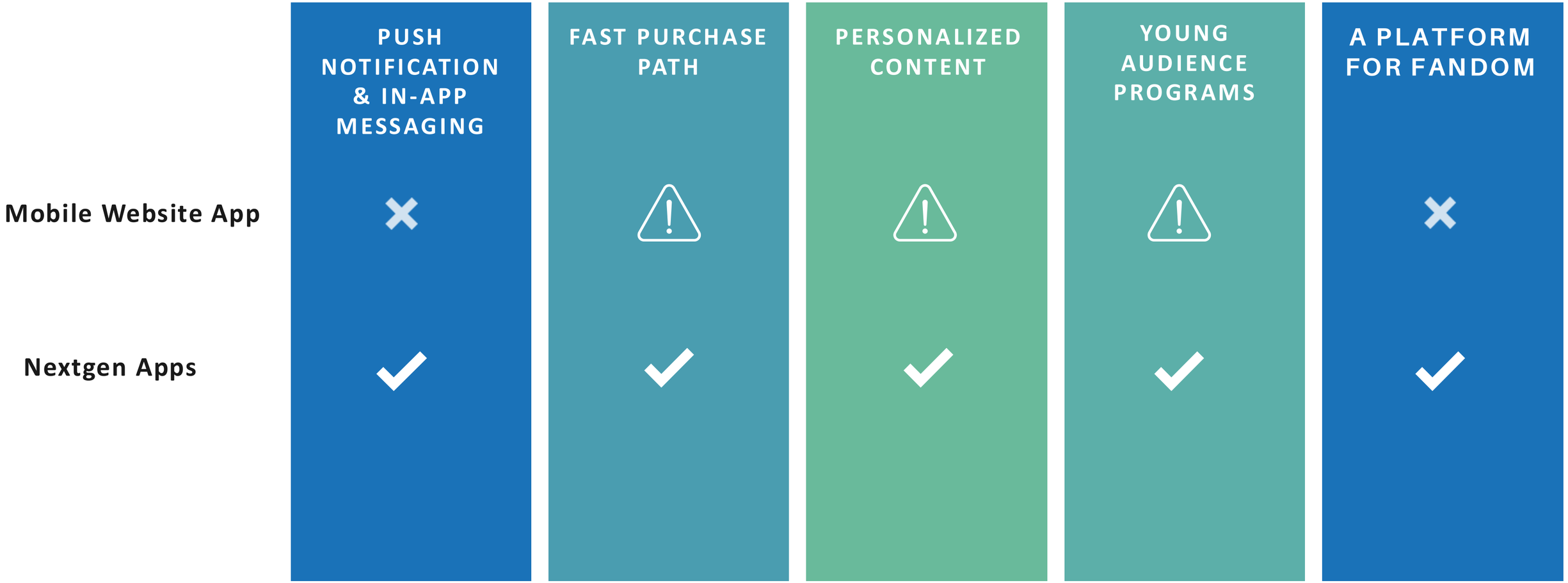
Apps vs Mobile Websites



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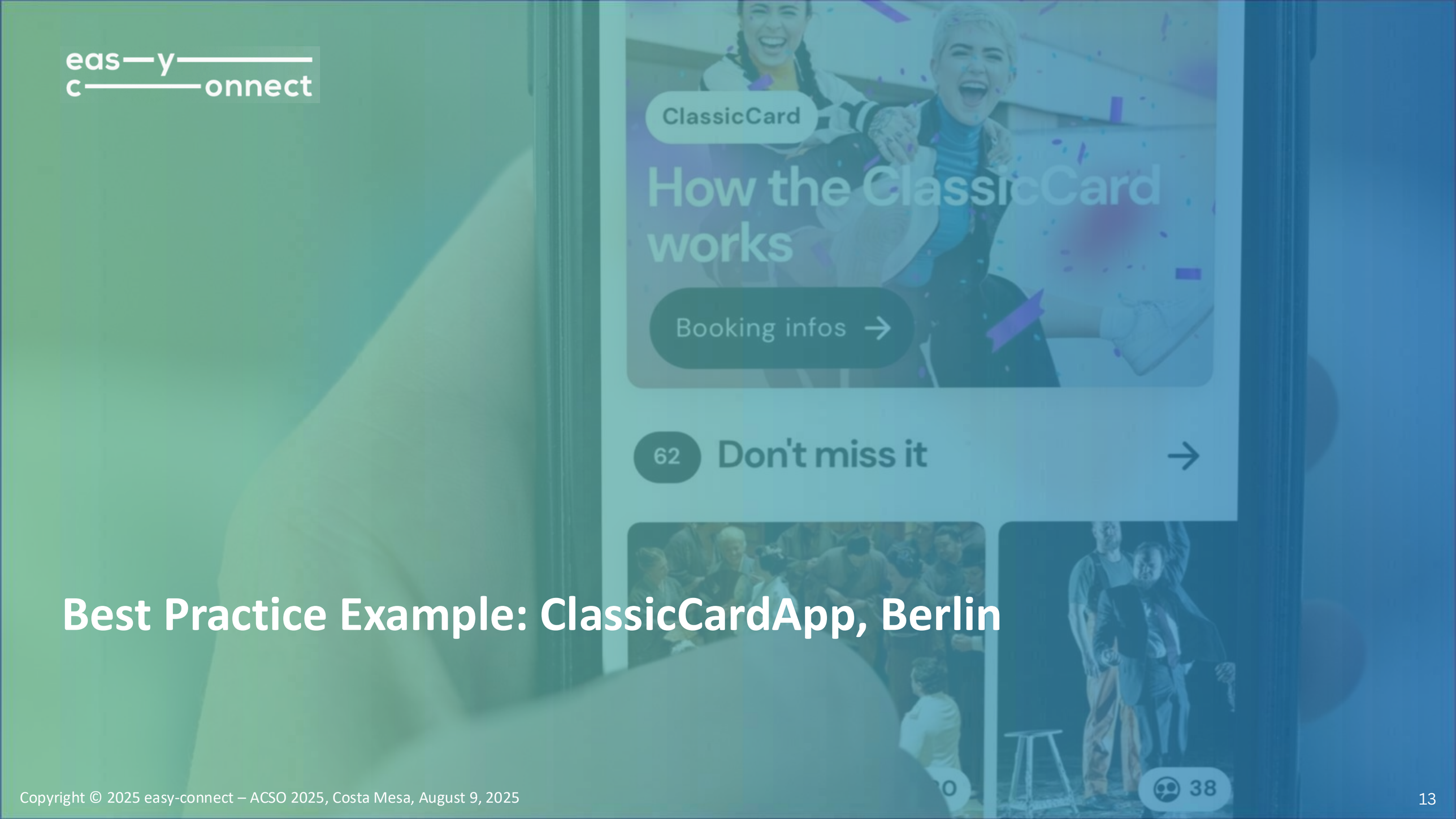
Best Practice Example: ClassicCardApp, Berlin



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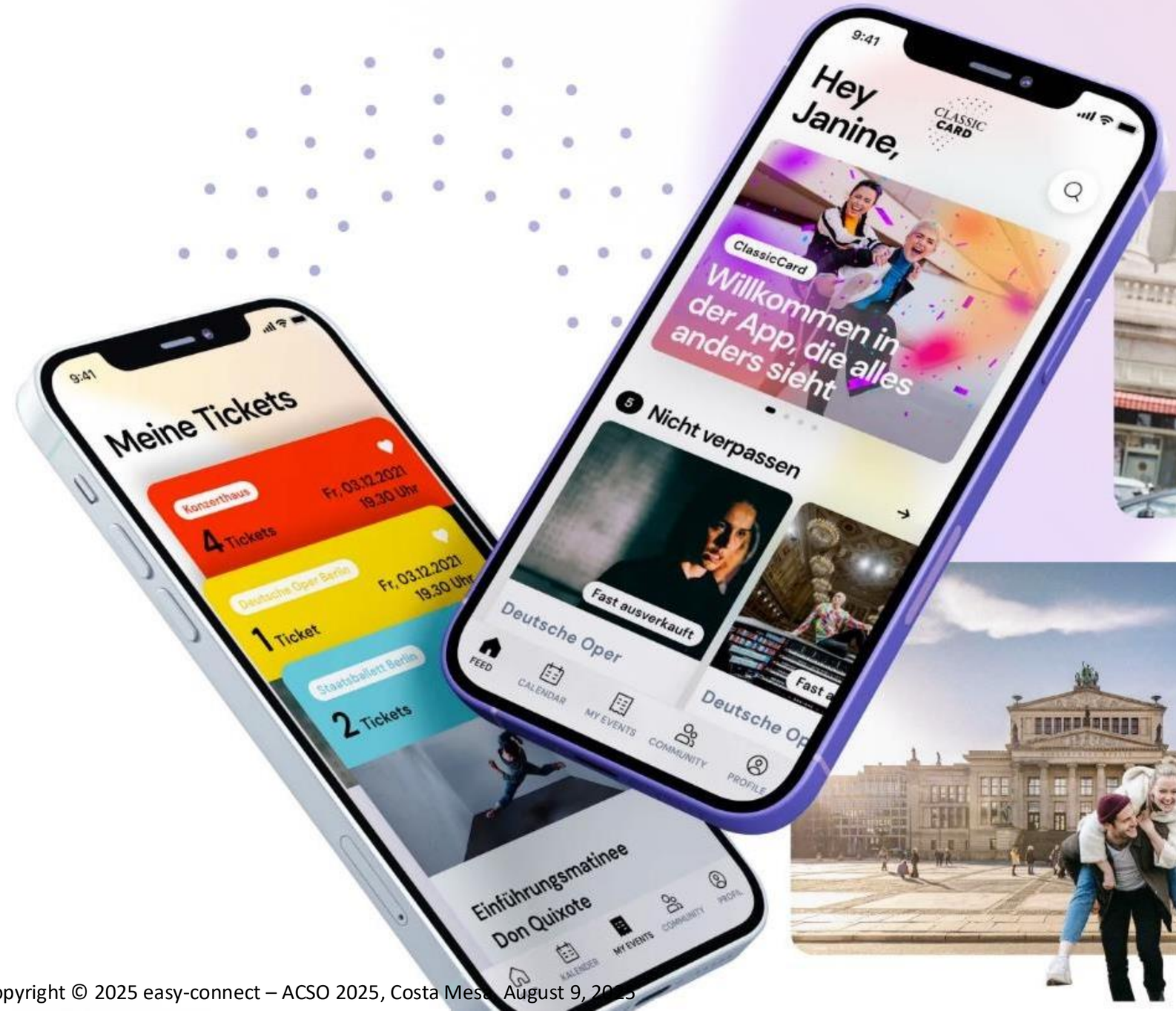

JETZT BEI Google Play

Laden im App Store

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ClassicCard study:
Barries of entry for new audiences:

- With whom to go?
- What to expect?
- Hassle to get tickets.

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To watch the demo video use the following link:

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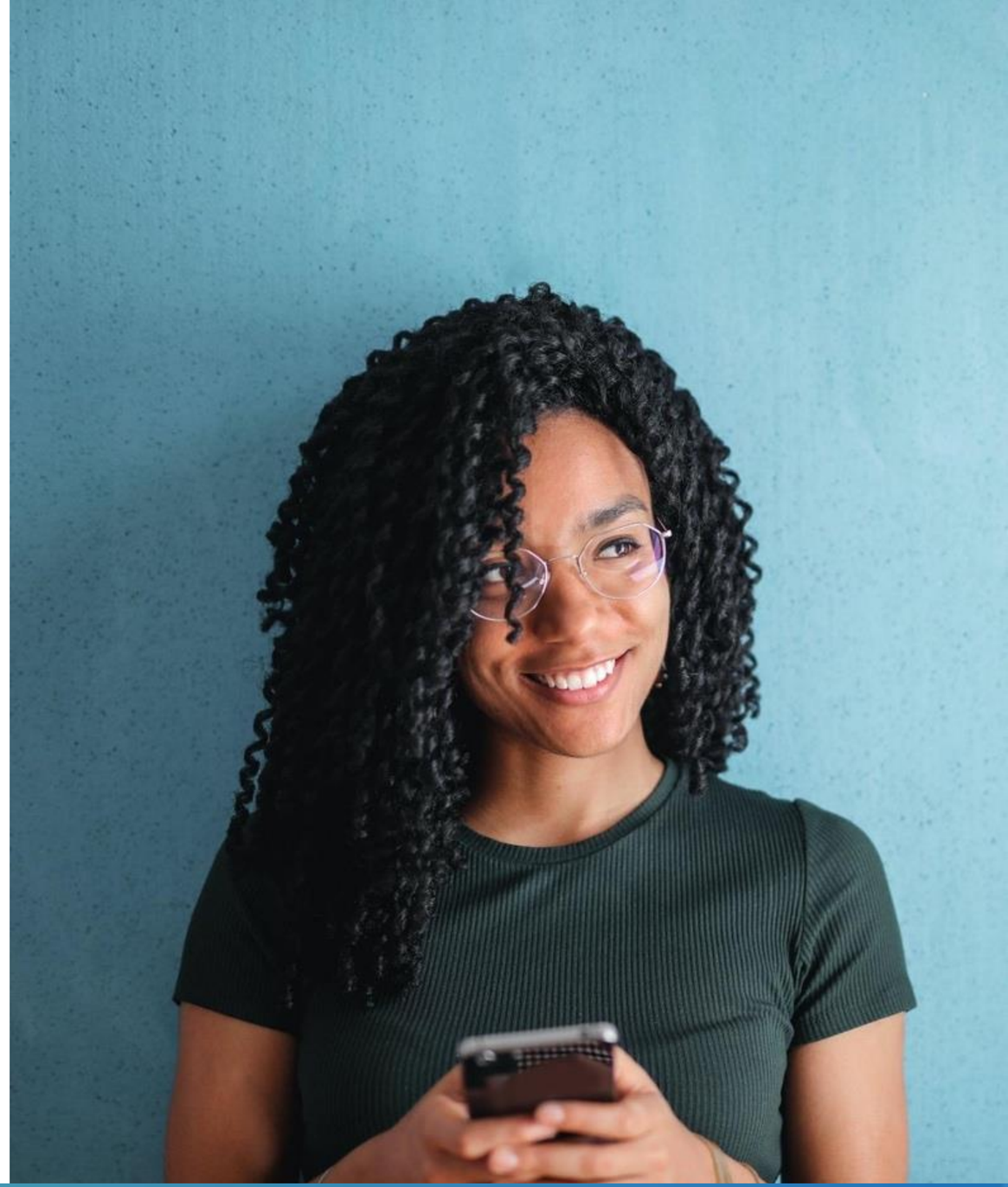
ClassicCard App –KPI’s

65% of downloads convert to registered users

76% Monthly active users

5.3 tickets per customer within one season

30% of turnover from full price tickets



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ClassicCard App –Building an Arts & Culture Community

On average every visitor brings **~1.5** new people to the venue

Outliers have motivated up **to 15 new people** per season

On average **76%** new to file (up to 90%)

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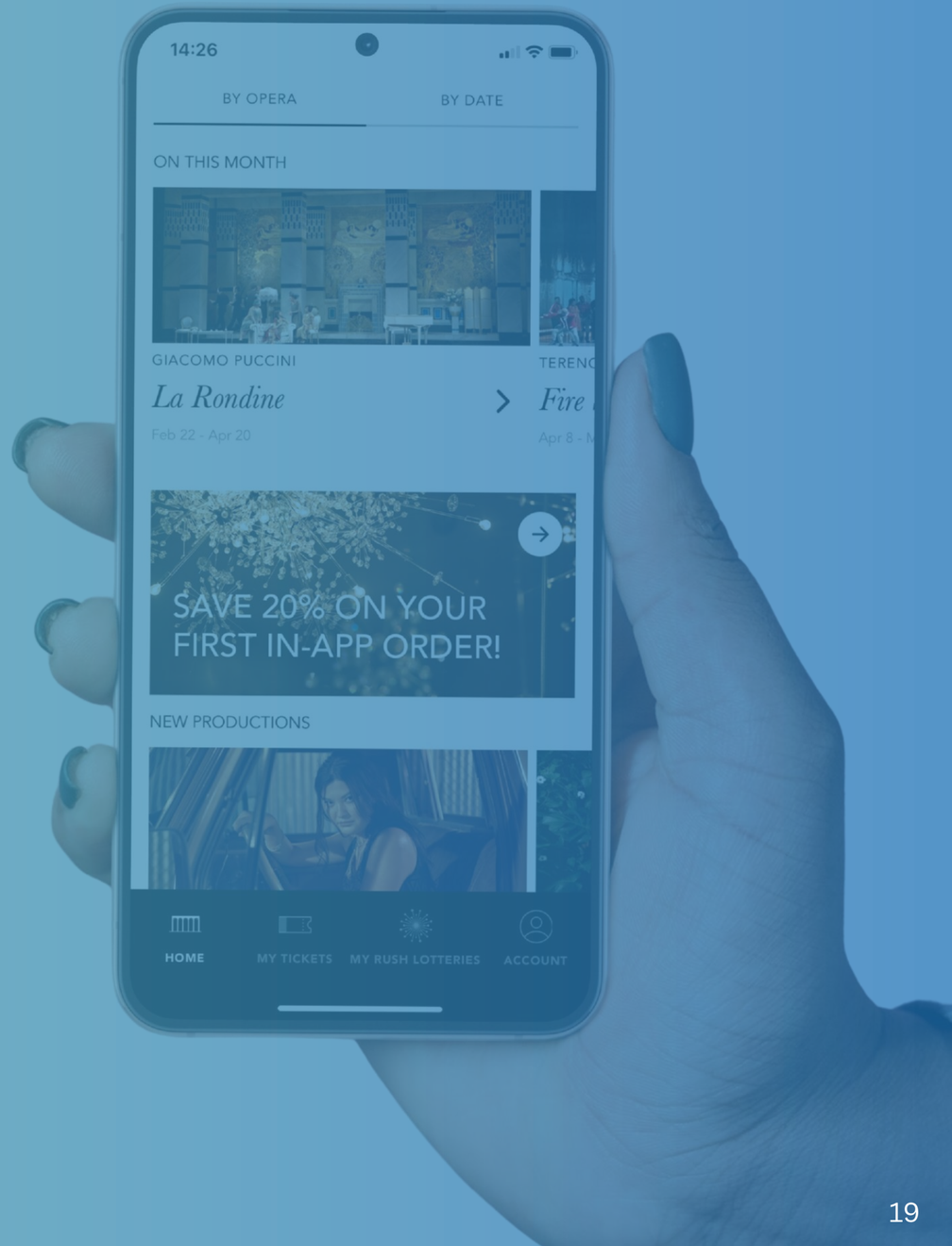
Best Practice Example: The Met Opera App, NYC



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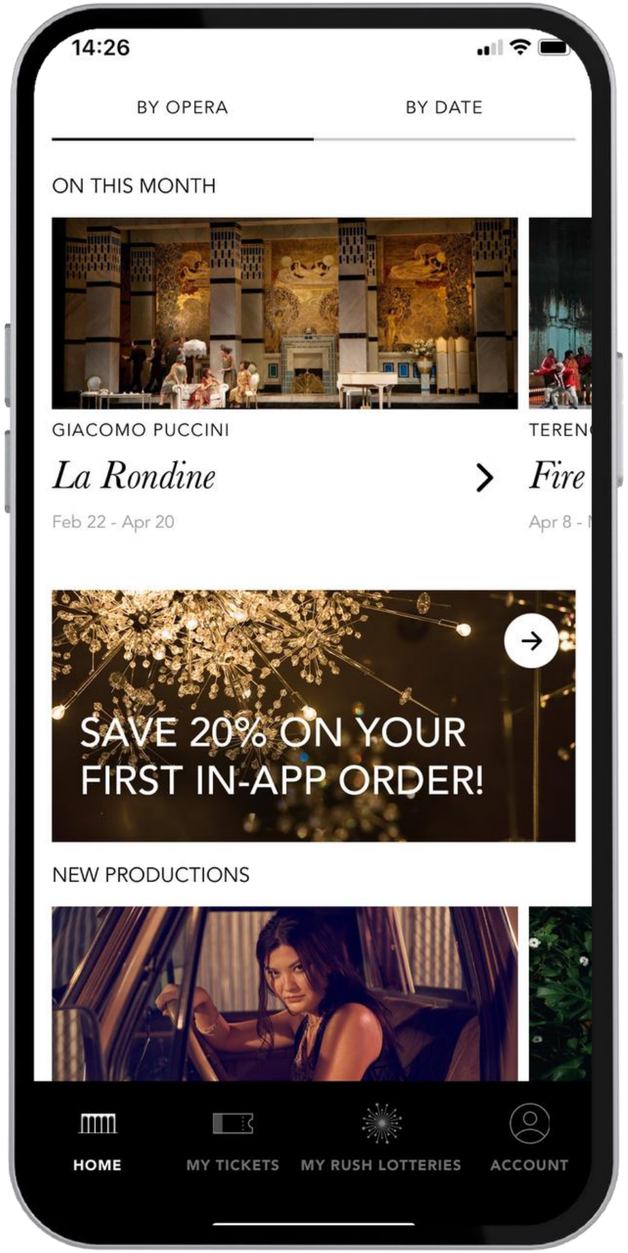
To download the app use the following link:



- Rush Lottery
- Real-time integration with Ticketing, CRM & CMS systems
- Seamless In-App ticketing with support for Apple & Google Wallet
- Integration of card payments, Apple & Google Pay
- Digitization of youth tickets

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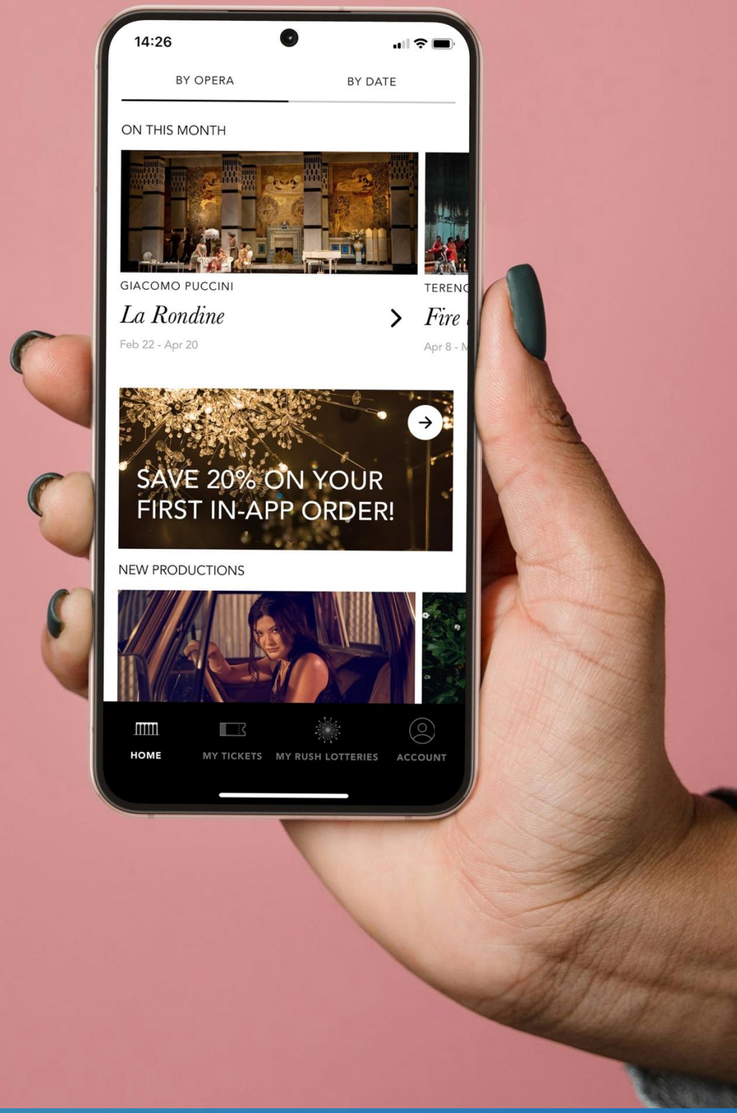
The Met Opera App

- **$500k Revenue in first 6 weeks of soft-launch**
- **40% New-to-file customers**
- **80% Revenue from regular/near-regular pricing**
- **40% App users are regular buyers via app - 60% are lottery buyers**

The Metropolitan Opera



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Summary:

We need digital tools that consolidate event discovery + ticketing, and reduce friction from crossing platforms

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THANK YOU!

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