

DICE × KNOCKDOWN CENTER

VENUE CASE STUDY

Knockdown Center is an essential part of its scene – it’s the kind of space that has a rich and symbiotic relationship with promoters who need spaces of its exact size and programming to exist. It’s a 3100 capacity space with room for 1200 more fans outside. The venue has a full in-house programme as well as working with a number of outside partners and promoters, and it also opens its exterior as a venue space known as The Ruins. Basically, Knockdown Center is looking for the best cultural events that New York City has to offer and it wants to share them with fans.

THE LOWDOWN

#9

highest selling partner venue in the US

#4

highest number of sales driven by personalized recommendations on DICE

7K

transactions driven by personalized recommendations

70%

of Knockdown Center fans have bought tickets to 2+ events on DICE



DICE works with the world’s best venues, artists and creators to get people out more

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Brief

In a city of eight million people with thousands of venues to choose from, fans need help discovering the right events: Knockdown Center wanted to reach the right fans at the right moment.

Strategy

Standing out from the crowd would be easier with DICE:

- To avoid the secondary market that would keep fans away, DICE would take care of ticketing with a modern, reseller-proof solution.
- Understanding fans would be easier with data about their listening preferences and purchasing habits, helping the team plan for future events and promoters to work with.
- The Waiting List would also help the team at Knockdown Center to understand fan demand and what genres and types of events their audience is looking for.
- Reaching fans when they're in the mood to purchase tickets can be tricky – with DICE, fans come to the app ready to explore and find new artists and venues. Knockdown Center would have its events actively recommended to fans based on their location, tastes and habits.

Results

Fans love Knockdown Center – combined with its outside space The Ruins, it’s the 3rd highest selling venue in New York on DICE.

It’s consistently rated highly by fans, averaging a 4.5 rating. 70% of fans who’ve purchased tickets to Knockdown Center have bought tickets to two or more events, proving that they’re loyal to the venue.

Since working with DICE, an extra 7K transactions have been powered through fans finding the venue on their homepage. Those fans are delighted

with their new discovery: “First time going to this, definitely won’t be the last. Such a great vibe, very nice mix crowd, the music was amazing, and The Knockdown Center seems to be the perfect venue for this.” The fans finding Knockdown Center love it – together with DICE, Knockdown Center can keep finding new fans and expanding their audience with ease.



“Our objectives are just to continue to grow our in house program, as best we can, in addition to seeking out, finding and bringing in the best cultural events that New York City has to offer. We really feel well taken care of by our customer relationship managers and feel like our ticket buyers have a seamless, easy experience because it’s well supported and well designed.”

TYLER MYERS, Co-founder and Director, Knockdown Center