

DICE × SOUND

VENUE CASE STUDY

Driving fan loyalty with an exceptional ticketing experience

Sound is a 650-capacity house and techno club just off Hollywood Boulevard, which hosts high-calibre international DJs. With custom-made sound and lighting systems, and an unparalleled atmosphere, the fan experience is paramount.

THE LOWDOWN

277K

tickets sold

829

events since 2018

\$6.3M

GTV since 2018



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

AVANT
GARDNER

ELSEWHERE

PRIMAVERA
SOUND

SCALA

sónar

TECHSUPPORT

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Brief



Having used Eventbrite and Ticketfly for a number of years, Sound was looking for a ticketing platform that could, first and foremost, deliver a fan ticketing experience in line with that of its events. Sound wanted to gain a deeper, data-driven understanding of fans in order to help more fans find their events and drive loyalty and repeat customers. They also needed a platform that could Improve the fan experience in ticket buying, and focus on ease of purchasing and redeeming tickets.

Strategy

The DICE app used a personalized algorithm that enabled Sound to reach the most relevant fans based on music taste, location, and behaviour.

Collating this data and making it available to Sound after each event allowed the team to understand deeper demographic information on their biggest fans to turn them into even more loyal fans.

Via the DICE app, Fan Support, and DICE Access, fans were provided with a superior ticketing experience. Whether a fan needed to sell their ticket through the waitlist, had questions about the event, or wanted to transfer a ticket to a friend, DICE was at the fingertips of fans to do it all.

Results

By the end of 2023, Sound had partnered with DICE on over 800 events, accounting for more than \$6.3 million in gross transaction value. DICE helped drive the highest pre-sales in the club’s history, with 102.8K fans joining the Waiting List for events at the nightclub. By leveraging all DICE has to offer, Sound was able to unlock their loyal fanbase and sell out more shows.

AT A GLANCE

65%

of fans in 2023 were repeat purchasers

9

of top 10 events were sold out by repeat customers



“The partnership between us has dramatically increased our fan experience, eased entrance into events, and notably (and positively) impacted our repeat customer sales. I cannot recommend DICE more highly in all honesty.”

MEGAN GAVER, Director of Operations, Sound / Framework