universe
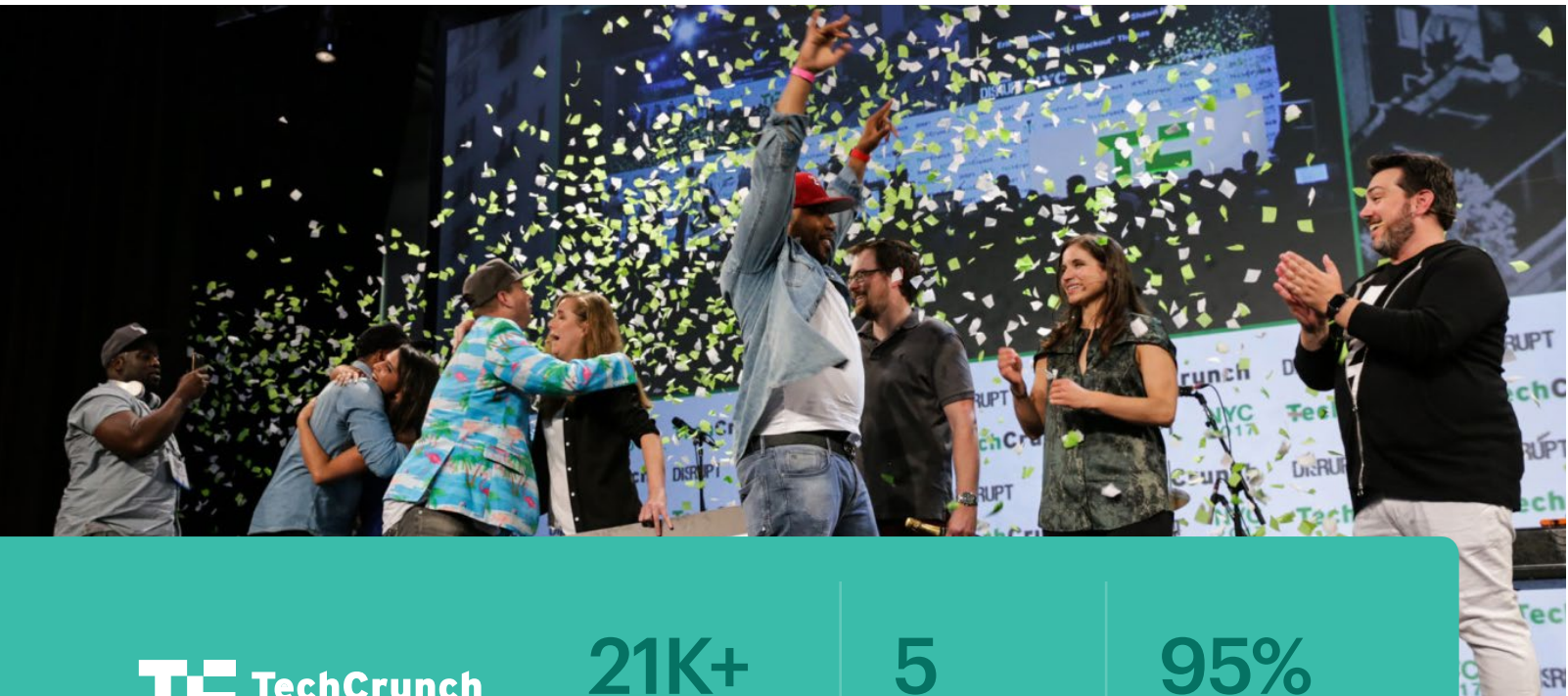
Success Stories: TechCrunch

Brands

Raising brand awareness for TechCrunch

TechCrunch

21K+
all time attendees

5
all time events

95%
check-in rate

Startup and technology news publisher, TechCrunch, hosts their Disrupt conference and events at various locations around the world including San Francisco, Los Angeles, Tel Aviv, and Berlin throughout the year. Each of these events have been successfully ticketed by Universe for the past four years. Nearly 3000 professionals from the startup, technology, and media industries gather annually to share and celebrate the latest trends and tech advancements during a multi-day events.

Seamless integration with
existing third-party applications

Advanced data reporting

Direct ticket sales from brand site

CHALLENGE

The TechCrunch team was mainly concerned with creating unique experiences and making a lasting impact in the startup and tech community. They wanted to increase brand awareness and equity, while differentiating themselves from the rest of the market. They hoped to find a provider who would offer dedicated customer support, flexibility with data integrations and reporting, reliable onsite equipment, as well as an ability to customize their ticketing experience to remain on brand.

SOLUTION

Universe offered a turn-key solution that easily integrated with their existing tools thanks to the flexibility with our API. Being able to embed ticket sales on their website helped increase their SEO and did not compromise their branding. Our platform also provided much more accurate reporting to help with reach and marketing campaigns. The level of attention and care they received from Universe was unrivaled as their needs were quickly addressed.

RESULT

With the help of Universe, TechCrunch was able to facilitate a smooth, robust registration platform to help them better understand their buyers and gain necessary information for remarketing efforts. During the course of the past 4 years, over 15,000 individuals have checked in to their events, leading to a large increase in revenue and planning of further activations throughout the year.

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Make your next brand event the best one yet
universe.com

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