

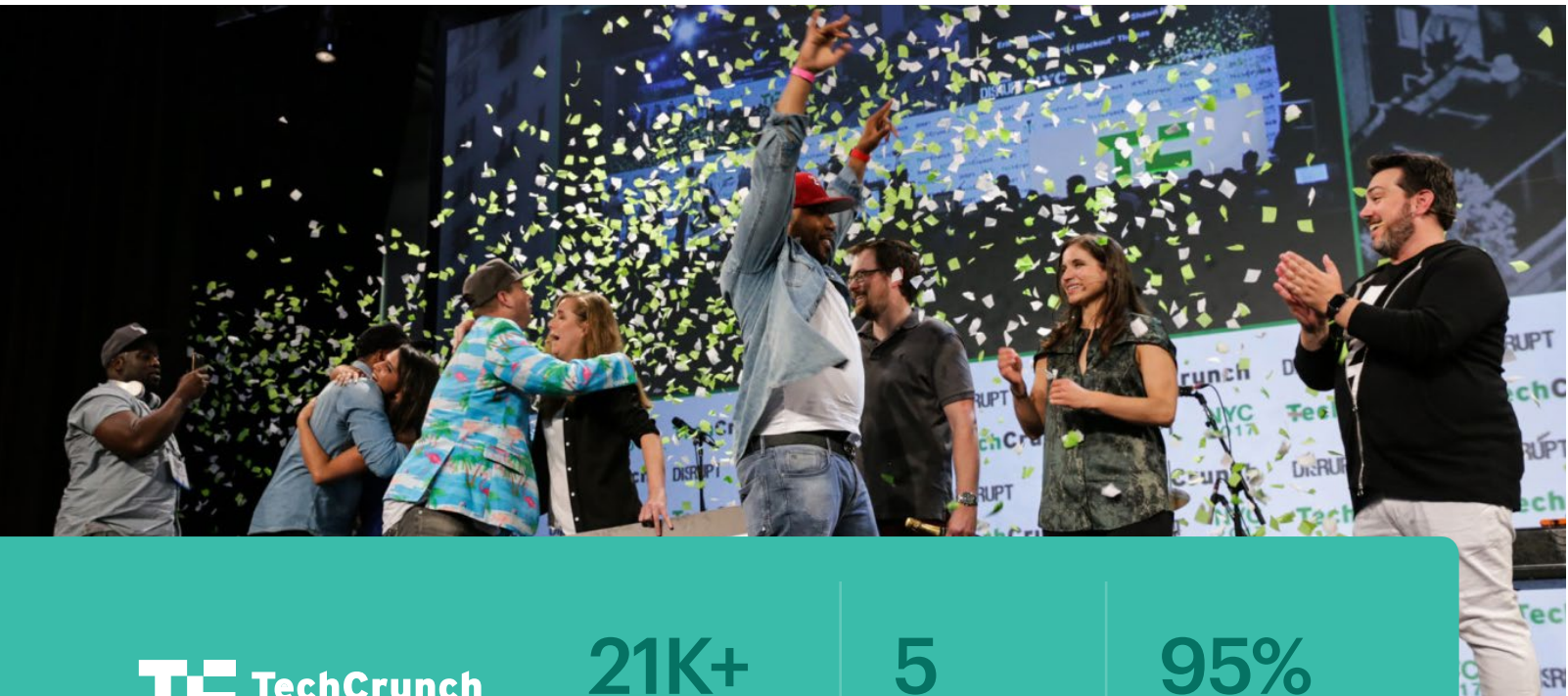
universe

# Success Stories: TechCrunch

Brands



# Raising brand awareness for TechCrunch



**TC** 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.

During the course of the past 4 years, over 15,000 individuals have checked in leading to a **large increase in revenue** and planning of **further activations**.

“

Thanks to Universe’s integrations, we were able to push our data over effortlessly. Selling tickets directly on our site provided a seamless experience that allowed our branding to shine through, resulting in fewer drop-offs and more sales!



Alexandra Ames  
Director of Marketing

The screenshot shows a mobile-optimized ticket purchase interface for 'TechCrunch Sessions: AR/VR 2018'. The interface is divided into two main sections: 'Choose Your Tickets' and 'Your Order'.

**Choose Your Tickets:**

- Date:** Thu, Oct 18, 9:00 AM–7:00 PM
- Early Bird Ticket:** Save \$100 off regular rates. Price: \$99.00. Quantity: 1.
- General Admission Ticket:** Goes on sale Sep 22, 12:00 AM.
- General Admission On-Site Ticket:** Goes on sale Oct 18, 12:00 AM.

**Your Order:**

- Discount Code:  APPLY
- Thursday, October 18, 9:00 AM
- 1 x Early Bird Ticket: \$99.00
- Subtotal: \$99.00
- Service Charge: \$9.00
- Total: \$108.00**

Navigation: SELECT TICKETS > TICKET INFORMATION > PAYMENT INFORMATION

Buttons: CONTINUE

Footer: English | Powered by Universe

Make your next brand event the best one yet  
[universe.com](https://universe.com)