

## TICKETWEB ACQUIRES STROBE LABS INNOVATIVE MARKETING TOOLS GET VENUES CLOSER TO FANS

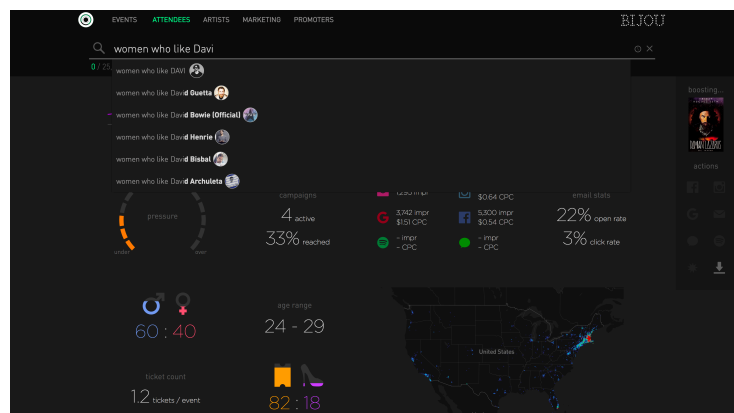


**LOS ANGELES, CA, (August 10, 2017)** – TicketWeb, a club-focused, self-service ticketing platform owned by Ticketmaster, today announced the acquisition of Strobe Labs. Strobe Labs is a marketing platform created to give venues and promoters a simple and powerful way to learn more about their fans and engage them more effectively.

The Strobe technology will be integrated directly into TicketWeb and will provide a single dashboard where venue clients will be able to:

- Search and view customer profiles that combine ticketing purchase history and social media activity;
- Build and deploy fan lists for direct marketing and email campaigns;
- Create and post highly targeted, end-to-end social display campaigns on Facebook, Instagram, and Spotify without leaving the tool.

In 2016, TicketWeb added one million tickets across dozens of new venues, with its client roster growing by double digits over the past four years. With this acquisition, TicketWeb's club clients across the US, Canada and UK will benefit from Strobe's ability to help drive new ticket sales through targeted marketing to Ticketmaster's active database of nearly 150 million email subscribers.



“Strobe’s platform completely simplifies the complex process of fan segmentation and ad creation and placement,” said Matt Shearer, senior vice president, small venues and

clubs at Ticketmaster, North America. “When you combine that with Ticketmaster’s massive reach, we think it instantly becomes a leading marketing tool in live music to help clubs connect with their fans and find incremental audiences.”

Once the Strobe Labs’ platform has been integrated into TicketWeb, the tools will be extended across Ticketmaster and available to all clients.

“The entire team at Strobe is proud to join a market leader like Ticketmaster,” said Alex Oberg, founder of Strobe Labs. “We’ve spent years developing best-in-class technology and are thrilled to now be able to deploy at scale.”

Strobe Labs was founded by Alex Oberg and Evan Altman when they were students at Brown University in Providence, Rhode Island, and later joined by fellow alum JP Eberenz Rosero. In 2016, Strobe was accepted into Techstars Boston, a technology accelerator program for elite entrepreneurs, and already has a roster of clients.

More information on TicketWeb: <http://info.ticketweb.com/>

More information on Strobe Labs: <https://www.strobelabs.com/>

## **About Ticketmaster**

Ticketmaster is the global market leader in live event ticketing, digital marketing, and mobile fan engagement tools that drive over 480 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide. Ticketmaster is a division of Live Nation Entertainment, the world's leading live entertainment company.

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