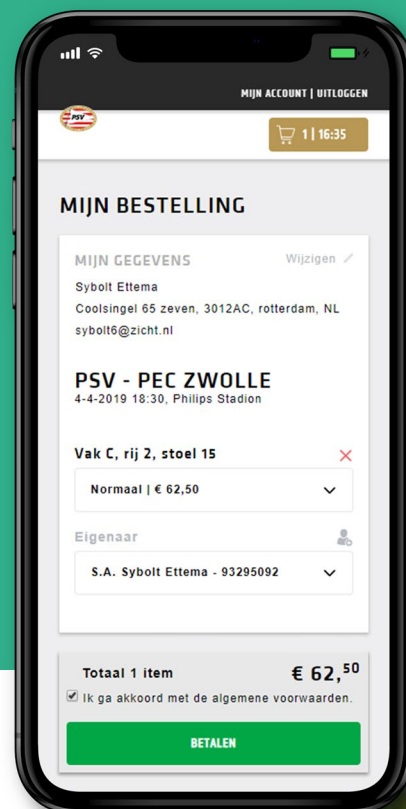


# How to take SRO online ticketing to the next level?

## TicketTrigger, the alternative for eSRO

TicketTrigger is the premier ticketshop for SRO-based football clubs. It replaces your online ticket shop with a good looking and tailored solution.

TicketTrigger is committed to providing an optimal ticketing solution for all shapes and sizes of football organizations.



**tickettrigger**

### Advanced features

Building on the SRO API, TicketTrigger delivers the most consumer-friendly experience. Everything from downloading tickets in a personal client portal to complex season ticket sales. User-friendly design with effective self-service means less customer service calls and an optimal conversion rate.

### Ease of Integration

Since TicketTrigger builds upon the existing SRO configuration, tailoring it to your club's specifics is easily achieved. We customize each TicketTrigger solution to your fans and your club. With a remarkably simple admin interface, switching to TicketTrigger is easy.

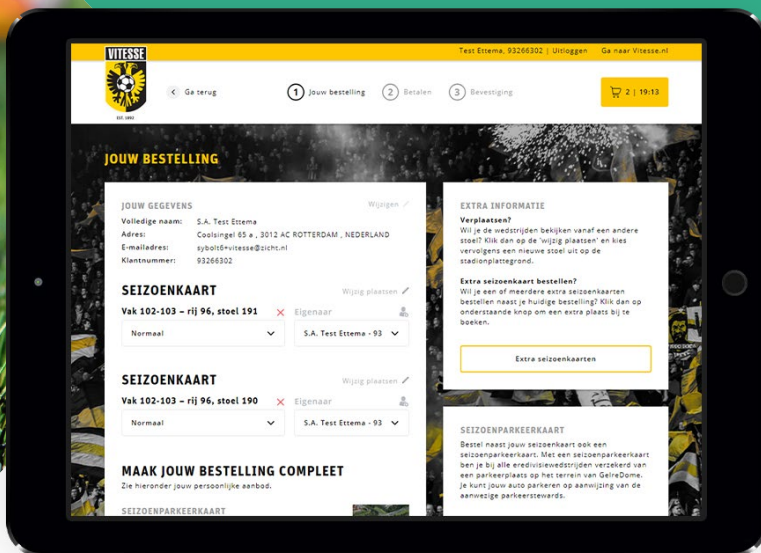
### Our Partners

TicketTrigger solutions are currently used by the following Dutch Premier League Teams: PSV, Vitesse, FC Utrecht, Heracles, AZ, FC Twente, PEC Zwolle & Willem II.



# The Benefits of switching to TicketTrigger

- Compatible with all mobile devices (Smartphones, tablets etc.)
- Seamless integration between your SRO configuration and website
- Effective utilization of the (powerful) SRO rule engine for back & front office operations
- Expanded section-specific details
- Custom filters, e.g. adjoining seating, price & row
- Adjustable purchase, reservation and extension privileges for each game or Season Pass
- Self-service portal with access to reservations, individual seat purchases and loyalty programs
- Safe and secure registration of party members
- Business opportunities (app link, forwarding tickets)
- Option to easily offer resale tickets
- Identification with iDIN, no passports or visits to the counter
- Online purchasing and renewal of season tickets and complex Season Passes
- Deeplinks for discounts and early-bird sales, adjustable to particular audiences and sponsors
- Flexible Queue-it integration
- Online payment & collections
- Simple and user-friendly seat selection
- Dynamic integration with up-selling and cross-selling operations
- Clear notifications, smooth operations and higher conversion rates
- Google Tag Manager and e-commerce tracking
- Ability to integrate with marketing automation software such as Blueconic, Selligent & Iqonomy



## TicketTrigger

TicketTrigger Football is being developed by Zicht online (Rotterdam, NL).

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## Interested in a demo?

Please contact Sybolt Ettema:  
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