

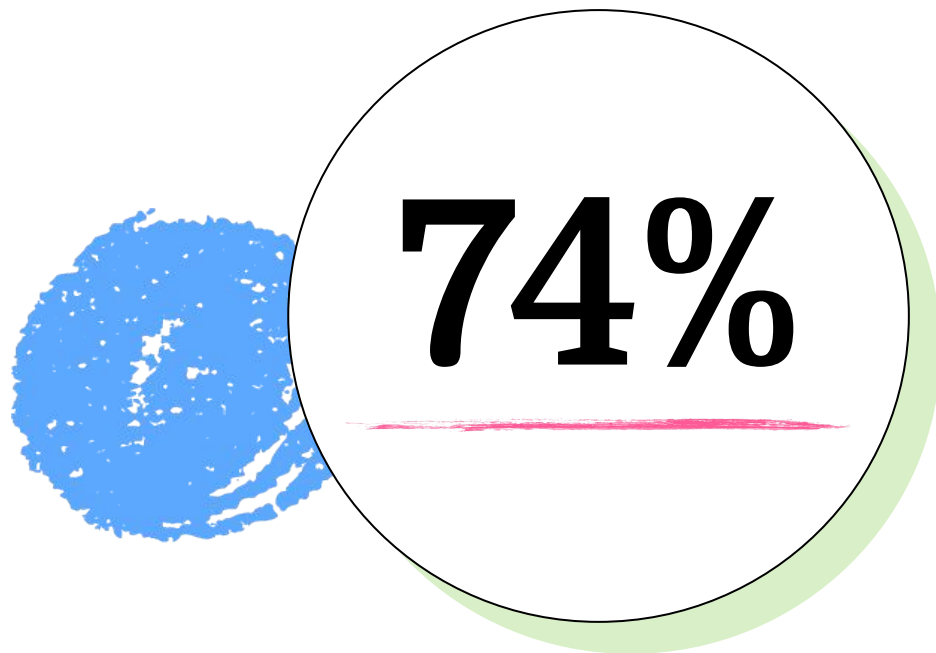


SPEKTRIX

**Low complexity /
High Impact**

Spektrix + your website

Of all transactions in **2024** in the
UK and Ireland



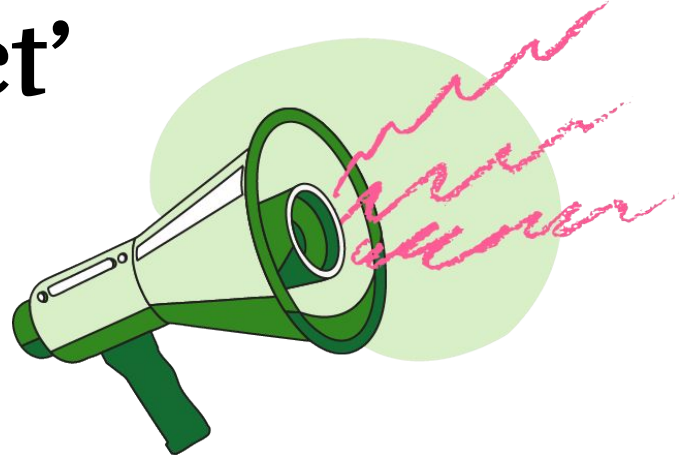
took place **online** on your website,
compared to 26% in person
or by telephone



What is 'high impact'

Considering your priorities

- Think of what you actually need and implement that
- Longer term or immediate. What are you implementing this week?





Best practice examples

1

MAXIMISE NATIVE
FUNCTIONALITY

2

DO EVEN MORE WITH
PARTNER PRODUCTS

3

USE THE RIGHT
INTEGRATION TOOL





**Maximise native
functionality**



Asking for donations

Suggested donation at checkout

- 78% of low level donations are online
- Can be implemented without a web developer
- Review default value
- Dynamically align the ask with the customer or order



SUPPORT US

Sponsor A Ticket - 806

Your donation will help us to give a free or subsidised ticket to someone who may not usually be able to visit us—including people who receive Housing Benefit or other types of Income Support, unhoused people or rough sleepers, as well as people of all ages from our Creative Engagement programmes. Will you Sponsor a Ticket and help to sustain our mission of making theatre for all?

Donation Amount

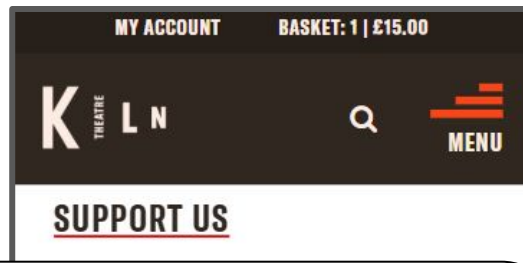
£

-

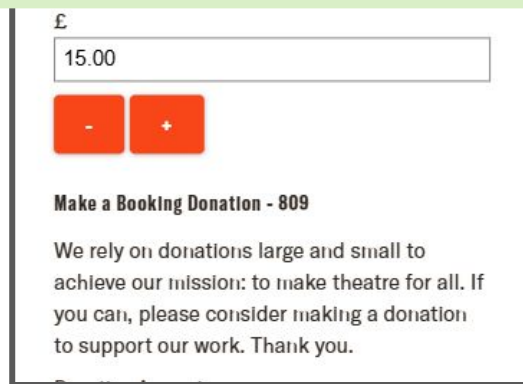
+

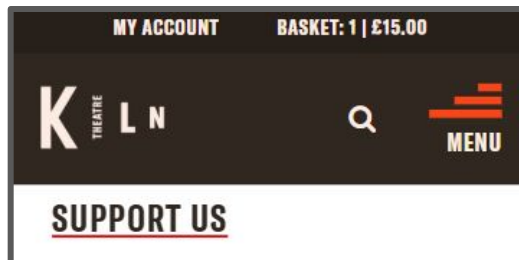
Make a Booking Donation - 809

We rely on donations large and small to achieve our mission: to make theatre for all. If you can, please consider making a donation to support our work. Thank you.



Will you Sponsor a
Ticket and help to
sustain our mission of
making theatre for all?





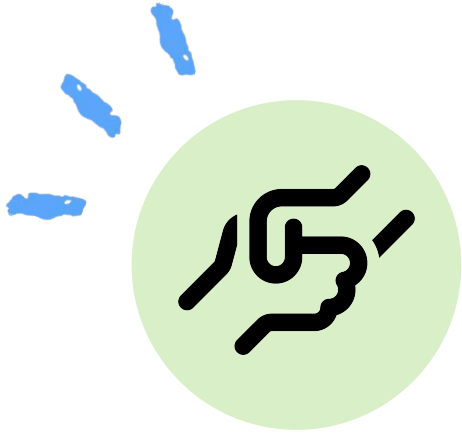
Thank you for your past support, which has helped us to give free and subsidised tickets. Will you Sponsor a Ticket again?

£
15.00

- +

Make a Booking Donation - 809

We rely on donations large and small to achieve our mission: to make theatre for all. If you can, please consider making a donation to support our work. Thank you.



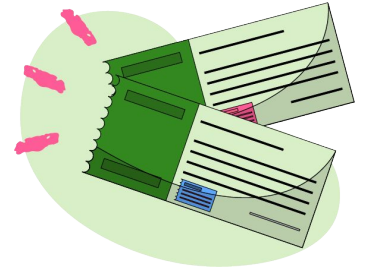
**Do even more with
partner products**



Enabling customers with access needs to book online

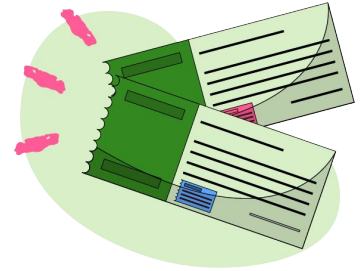
Spektrix Tools + Partner Products

- Tags, locks, offers, and info overlays
- Over 16 million people identify as D/deaf and/or disabled
- Reach broader audiences, build strong relationships





Enabling customers with access needs to book online





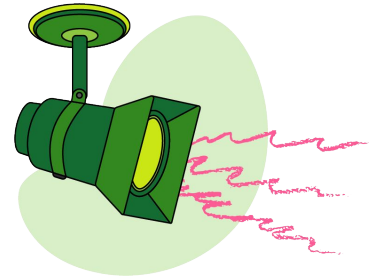
BRISTOL OLD VIC



Outsource (a part of) your purchase path

Best in class integrated platforms

- Spektrix as central CRM
- Smooth purchase path for your customers





Sawyer

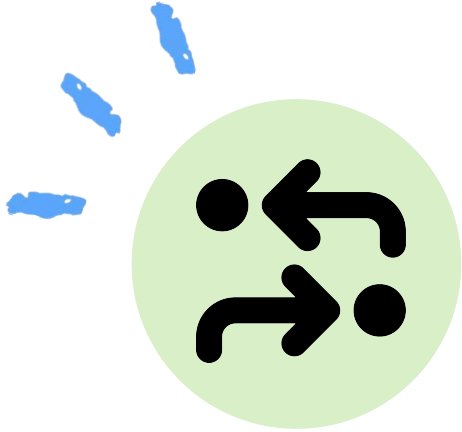


CourseStorm
Save time. Enroll more students.

TICKX

DIGITAL
THEATRE

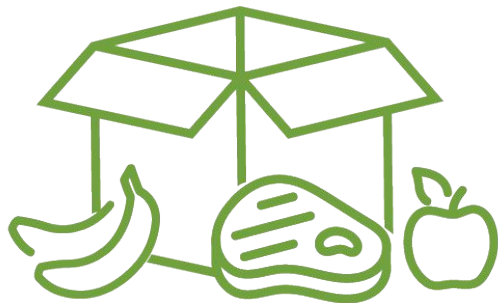




Use the right
integration tool(s)



API



WEB COMPONENTS



IFRAMES



SUBSITES

EFFICIENCY



FLEXIBILITY





Upselling a membership

Mix + Match of integration tools



BASKET

Your selection

Basket

Checkout

Enter a promotion code here if you have one

APPLY CODE

Item

Qty

Total

The Hidden Garden

13:00 Monday 04 November 2024

2

£20.00

[Edit](#)[Delete](#)

Booking Fee

£2.50

Grand Total:

£22.50

CONTINUE BROWSING

CHECKOUT

BECOME A MEMBER

You'd save £3 on your order today if you join our membership scheme.

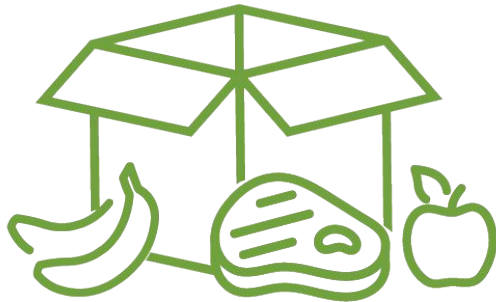
Dual pass: £30 per year

- 15% discount for 2 tickets per show
- Priority booking
- Free ticket exchange
- £1 off Playhouse production programmes
- Bar and restaurant discount (10%)
- Invitation to our season launches

ADD TO BASKET AND JOIN



API



WEB COMPONENTS



IFRAMES




SUBSITES

FACTORY

0 \$0.00


What's On: Factory Theatre Tickets



BOOK NOW

Gala: A Night of Opera & Musical Theatre
Thu 12 June 2025

Come share in Opera 5's opening night Gala to kick off the inaugural Toronto Opera Festival. Our stu... Read more



BOOK NOW

Come Closer
Fri 13 June 2025 - Sat 21 June 2025

Join Opera 5 for the world premiere of Come Closer – a new Canadian Opera by composer Ryan Trew and ... Read more

Privacy Policy

Terms & Conditions

EN

BEAM

0 £0.00

Stage

BEAM is a spotlight that picks out a performer on a stage


Search

Stage Genre

Select Date Range

SEARCH

Clear Filters



MORE INFO

BOOK NOW

Kane Brown
Fri 23 May 2025

Fearlessly hilarious delivery combined with honesty and sincerity. Kane Brown is 19 years in the gam... Read more

Contact Us

FAQ

T&Cs

Privacy Policy

EN

THACKRAY MUSEUM OF MEDICINE

0 £0.00

Thursday

22 May 2025 | 10:00

BOOK NOW

Friday

23 May 2025 | 10:00

BOOK NOW

Saturday

24 May 2025 | 10:00

BOOK NOW

Sunday

25 May 2025 | 10:00

BOOK NOW

Monday

26 May 2025 | 10:00

BOOK NOW

Privacy Policy



Implementing a second purchase path

Spektrix Subsites

- A solution alongside your integrated website





Scenario 2: Secondary purchase path

**SECOND
WEBSITE**

**NEW
FEATURES
OR TESTING**

**POST
PURCHASE
UPSELLS**



Just for You

Buy selected extras to improve your experience

Bottle of Fizz



Pre order your prosecco today, and save £5 from the on the night cost.

20 July 2025 20:30

Prosecco £15.00

ADD TO BASKET

CONTINUE TO BASKET



Checklist: pages 6 & 7



1

Maximise native functionality

2

Do even more with partner products

3

Mix + Match integration tools

