Advanced Ticketing

Our award-winning advanced ticketing system is a premium feature that can be implemented on almost any carbonhouse site. The system allows for easy promotion of premium experiences and upgrades on an event's individual detail page, rather than solely at the point of purchase.

This video will take you through all of the steps to add ticket types to an event. If your site includes an API feed from your ticketing company, feel free to stick around for an overview of the fields included in the Advanced Ticketing System, but be sure to view our Datasync video in the training dashboard for feed specific instructions.

Adding New Ticket Types

The first step to using the advanced ticket type system is to create an event. For a refresher on creating events, please reference the events videos in the training dashboard.

Once the basic event details have been filled in, navigate to the tickets tab and select "Add" to create a new ticket. A new menu will appear where you can add the following details:
- **Display Title -** The Display Title is the title of the ticket that will be shown to site visitors.
- **Showtime Title -** The Showtime Title is the title that shows in Showtime, which can be different from the public-facing title.
- **Primary Ticket -** Toggle the primary ticket option on if this is the main ticket link.
- **Ticket Date -** The ticket date displays the date and time of the event.
- **Description -** The Description is an optional field where you can add additional ticket information
- **Ticket On Sale Start and End -** Ticket On Sale Start and End is the date and time when the ticket type will be available for purchase
- **Ticket Link -** The Ticket Link is the main purchase link for the ticket type
- **Presale -** The Presale button can be toggled on if the ticket type is a presale.
- **Button Label -** The Button Label can be changed to a custom call to action.
- **Image -** Any Images added will be displayed for presales.

Please note:

- If any tickets are added for showings not already listed within the Showings section of the Summary tab, a prompt will appear to add them. Click the Add button to add these showings.

Once all tickets have been selected or added, each ticket will have four options available. Tickets can be reordered by dragging and dropping, edited, removed, or selected as the primary ticket for that individual performance's ticket link.

Be sure to include the main ticket information as well. The ticket link entered into the link field will still control the main Buy Tickets button on the Event Detail Page. This will also be the default Buy Tickets link per performance if the Advanced Ticket System isn't enabled.

Ensure that the rest of the event information is filled out correctly before saving and publishing the event.

Still have questions? Check out the related help desk articles provided in the Training Dashboard. For more information pertaining to your site specifics, reference the Documentation widget in Showtime. To learn more about adding this premium feature to your site, or for any questions not covered by our available resources, please contact the help desk.