



CTS EVENTIM is the number one provider of ticketing services in Europe and number two in the world. Over 300 million tickets are marketed per year through physical box offices and mobile/online portals.

Comprehensive data

for all relevant countries

Single data source

with global coverage

Accurate coordinates

for postal code matching

All the postal code data you need, updated weekly.

Try our data

How Eventim improved targeting with geocoded postal data



“As the number one ticketing provider in Europe and number two in the world we need to scale our activities over many countries and therefore we really appreciate that GeoPostcodes provides comprehensive data for all relevant countries out of one data source.”

DR. TIMO SCHULZE

Head of Customer Analytics & Campaign Management, Eventim

Challenge

Eventim struggled with calculating distances between customers and venues on a global basis, affecting the performance of their marketing activities and spending. As a global provider they also needed comprehensive data across geographies.

Solution

Eventim enriched their internal data with GeoPostcodes' coordinates for accurate postal code matching. On top of that, the data provides improved actionable insights into customer behavior including the geographical distribution of their buyers and traveling distances.

Results

The use of GeoPostcodes' coordinates helped Eventim deliver more relevant targeting and enrich their insights on customer behaviour, contributing to more effective marketing campaigns.

