Rhyl and Eastleigh football clubs drive online ticketing with cloud technology

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Advanced Ticketing (Advanced) has been appointed by Rhyl and Eastleigh Football Clubs to manage the clubs' core ticketing operations using its Cloud Venue online ticketing solution.

Advanced's ticketing platform is designed to make it easy for clubs looking to set up online ticketing and promote matches from their own branded website. It integrates all customer information into one database, offering clubs opportunities to engage more effectively with established and new audiences in the future through personalised communications. Match day tickets can be easily promoted across different social media channels including Facebook and Twitter.

Commenting on the appointment, Kenny Amor at Eastleigh Football Club, said; "We were really impressed with the solution's functionality and easy setup. We are keen to engage with both new and existing fans on a personal level and the solution will allow us to do this. We are looking forward to working with the team at Advanced Ticketing."

Mike Jones, from Rhyl Football Club added; "One of Advanced's key selling points for us is that as soon as an online transaction is complete, the revenue is fed straight back to the Club, allowing us to benefit from an improved cash flow. We are looking forward to seeing the benefits of streamling our ticketing function online when we kick off with the online platform next season."

"We are delighted with Cloud Venue and the service from the Advanced Ticketing team. Cloud Venue has worked really well during the busy pre-season period where we have sold tickets for friendly matches against clubs including Everton, Manchester City and Wolverhampton Wanderers. We look forward to continuing to work together in the future."

Mark Dewell, Managing Director at Advanced Ticketing, added; "It's great to see clubs such as Rhyl and Eastleigh embrace the commercial advantages of offering tickets online by working with us. We've known that many smaller clubs are looking for a ticketing solution that is very easy and fast to set up, mirrors their online branding and helps promote their tickets to new and existing fans; Advanced's Cloud Venue ticketing solution has been developed very much with these clubs in mind."

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