

**wepay**

a CHASE  company

# TeamSnap achieves 100% revenue growth YOY with WePay

Payments revenue expected to exceed  
subscription revenue





## The Solution

Eventzilla and WePay team members together rolled up their sleeves and revisited the user experience. Applying new, data-driven learnings and best practices, they executed three key changes that would help users get to value much faster:

- Streamlined messaging from many small benefits to one powerful benefit
- Elevated a top use-case decision within the UX to funnel the right users to Eventzilla Payments faster
- Reduced Eventzilla Payments sign-up from two steps to one step

## The Results

Eventzilla relaunched its namesake Payments offering in December 2016, with dramatically improved outcomes:

- Increased Eventzilla Payments adoption by 200% (from 20% to 60%) among new users seeking to sell tickets online
- Increased speed to successful payment processing, from average first payment transaction in 15 days to 3 days or fewer
- Reduced response times on payments support queries 50%, with most that had taken 24 hours or more (with a redirect to a third-party processor) now getting immediate help

The Eventzilla team sees further correlations to customer stickiness and platform revenue.



*We love how we're able to offer personalized, real-time support to our customers on their payments related questions, instead of having to always redirect them to an outside payment processing company.*

Muthu Kumar  
President, Eventzilla