

Q: What is Ticketmaster Universal Checkout?

A: Increase conversion and let fans check out faster. Ticketmaster Universal Checkout (“Universal Checkout”) converts your website’s standard Ticketmaster links into a seamless purchase pop-up window, eliminating the redirect while reducing load time and clicks in the purchase flow.

Q: How does it work?

A: Through a single line of code embedded into the <head> tag of your website, Universal Checkout activates a Ticketmaster event link that will appear as a pop-up purchase window for the fan. Events that can use Universal Checkout are automatically whitelisted.

Q: Who is it for?

A: Currently, Ticketmaster Universal Checkout is ideal for venues with General Admission events and those who offer Best Available ticketing.

Q: What does Universal Checkout currently offer?

A: The current feature set includes:

- Best available and GA transactions
- e-Tickets/print-at-home and all physical delivery methods
- Per-section seating (fixed seat map)
- Presales (password protected)
- Promo codes
- Smart fallback to Ticketmaster.com when widget unable to transact

Q: Are there limitations on Universal Checkout? What are they?

A: Universal Checkout is a lightweight option for quick point-of-sale purchases within a client’s website, and as such, has the following limitations:

- No integration with FanBuilder
- Host sales only
- No resale
- No upsells
- No Platinum offers
- No interactive seat map (ISM)

Q: What else is coming for Universal Checkout, and when?

A: We will soon integrate resale/TM+, as well as adding support for upsells and Platinum.

Q: Is pixel and Came from Code tracking supported?

A: Yes, both are supported. Pixels require a manual process and we recommend you work closely with your Marketing Services Manager (MSS) to implement. With Came from Codes, any link which includes a `?camefrom=YOURCODE` URL parameter will be attributed to the order and can be tracked in Ticketmaster ONE Analytics.

Q: Which browsers are supported by Universal Checkout?

A: We currently support:

- Safari 5.1 or later
- Chrome 22 or later
- Firefox 28 or later
- IE 9 or later
- IE Edge 13 or later

Q: Is there any way to preview which events will be supported by Universal Checkout?

A: Yes. Prior to embedding the code, Universal Checkout can be previewed using our Widget Simulator extension for Google Chrome, without making any code changes to your live website. Instructions for using the Widget Simulator can be viewed here: developer.ticketmaster.com/products-and-docs/widgets/checkout.

Q: How can I ensure that Universal Checkout always opens, and doesn't ever link out to Ticketmaster.com?

A: You can force Universal Checkout to always open using one of these techniques:

1. Add an enable query parameter to the Ticketmaster URL: `?enable-widget=1`
2. Add the data-enable widget attribute to the link: `<a data-enable-widget href="...">Buy Now`

Q: If I only want certain events to use Universal Checkout, how can I disable it on a case-by-case basis?

A: Clients can prevent Universal Checkout from opening on specific events on their site using one of these techniques:

1. Add an disable query parameter to the Ticketmaster URL: `?disable-widget=1`
2. Add the data-disable widget attribute to the link: `<a data-disable-widget href="...">Buy Now`

Q: Why aren't some of my events able to use Universal Checkout?

A: Once the embedded code is added to a client's site, Universal Checkout will open for all eligible events. The widget will not open if:

- Event was just created (takes 24 hours to appear)
- Event has already begun
- Event has ended
- Event has sold out or has very low ticket availability
- Event is in presale mode and there is no DID on the link

Q: What happens if a fan wants to choose their own seats or view the full Ticketmaster event detail page? Is there an option for this?

A: Clicking on the event title will link the user over to the full Ticketmaster event detail page experience. It will preserve the DID, CFC and Impact Radius attributes.

Q: Are offer-based ticket limits enforced (e.g., a special offer only allows 4 tickets but event limit is 8, or family pack requires at least 4 tickets)?

A: Yes, the Universal Checkout UI enforces ticket limits when these restrictions are provided by the server (TAP).

Q: Will fans see offer info—for example, details on a VIP package?

A: No, we do not currently have support for displaying advanced ticket details.

Q: If an offer or event requires a specific payment method, will that be enforced?

A: Because these restrictions are not currently provided by the server (TAP), we cannot support them with Universal Checkout.

Q: Is there advanced checkout functionality (e.g., surveys, accept & continue)?

A: No, these features are not currently supported.

Q: Is there an option for custom legal language to appear on a confirmation page?

A: We do not currently support custom text on the confirmation page.

Q: If an offer is only available in specific prices and/or sections, will this be reflected in the dropdowns?

A: No, this is currently not supported.

Q: Where can clients find sales from Universal Checkout on their TMWin Host Audit report?

A: The system operator codes that are used in these transactions are the same as those within our mobile application. As a result, they will show up under the Phone sales category on the TMWIN event audit report as a sub operator type known as TAP.

Q: Where can I find more technical details about how Universal Checkout works?

A: For technical information about implementation of Ticketmaster Universal Checkout, please visit the Developer Portal page (<http://developer.ticketmaster.com/products-and-docs/widgets/checkout/>).