

ROWND

How Tribeca Festival used Rownd Authentication to build a frictionless digital funnel and 50x their monthly new users

CASE STUDY



“Rownd helped increase the amount of new users and engagement by at least 50x since our launch.”

Katie Korfhage,
Director, Business Development at Tribeca



“It was a delight working with the Rownd team. They saved us tens of thousand of dollars and always delivered”

Marc Hayes
Director of Web at Tribeca

Tribeca Festival

Tribeca Enterprises hosts several in-person and virtual festivals each year, culminating in the annual Tribeca Festival held in New York City. The Festival gathers 155,000 people across NYC and the Tribeca neighborhood. The combination of virtual and in-person venues presents unique authentication challenges.

HIGHLIGHTS

Challenges

- Launching a “My Tickets” feature that allows ticket holders to securely access their tickets anywhere on any device.
- Finding a Ruby on Rails-compatible provider.
- Leveraging a flexible, end-to-end solution.
- Incorporating into the existing ticketing site
- Integrating with a backend CRM system

Challenges

Linking event ticketing, newsletter sign-up, and the Tribeca web app together

Security and flexibility are often trade-offs when it comes to authentication, but Tribeca needed both. With flat user growth during significant ticketing events, they needed to enable new customers to buy tickets now, then return months later to retrieve them quickly and easily.

Katie Korfhage, Director of Business Development at Tribeca explains:

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“As a ticket buyer, you won’t want to add extra steps that slow down the purchase motion, yet, you want to capture the customer as a user in the app. This balancing act usually leads to giving up on user growth in the name of frictionless ticket purchases.”

Tribeca defined success as the flexibility to get customers through the ticketing process as quickly as possible while still authenticating them when it really counted—at the theater or streaming from their homes.

Although this was a high priority, the required engineering would have cost \$250k and several months of effort—time they did not have.

Marc Hayes, Tribeca’s Director of Web, quickly vetoed the idea of trying to create an in-house dynamic authentication solution that would meet their high security and flexibility needs.

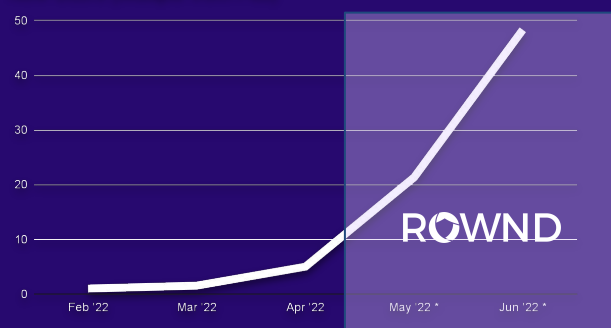
Solution

- Rownd Authentication Engine
- Rownd Ruby SDK
- Rownd integrations
- End-to-end authentication
- Dynamic profile generation

Results

- Successful launch of My Tickets dashboard
- Tens of thousands of new users over two months
- 50x increase in new users over previous months

New Users (Multiple from Feb)



“We were never going to build our own dynamic auth solution,” says Marc. “That’s a full-time job for a good sized company. Doing it ourselves wasn’t viable.”

At the same time, Marc and his team wanted to avoid partnering with multiple vendors and platforms or using generic, retail-grade options to provide an end-to-end solution.

Marc commented, *“We didn’t want to manage three to five vendors just to do all the things we wanted to do.”*

Marc also wanted a solution that could grow their their virtual ambitions. From a ticketing dashboard today to web3 aspirations in the future.



“We wanted those going to the festival in person to quickly be able to pull up the tribecafilm.com website, click on a button, verify their email, then have secure and reliable access to their tickets so they could gain entry in real life. Frictionless and reliable were key attributes. “ -- Marc Hayes

Just as important was the ability to scale without being constrained by out-of-the-box features and functionality.

“We wanted the ability to innovate and take charge of our own destiny with a platform that we could use as a building block,” says Marc Hayes.

Frictionless and progressive profile generation were a key consideration for Katie and her team to consider. Any fall off in ticket sales in support of the application was a non-starter. So, instead of adding a “sign-up” button, the calls to action needed value like, “Buy a ticket” or “Join our newsletter” which lead to Rownd creating unverified accounts that could be quickly verified later on.

In short, what they needed was a proven, dynamic authentication solution that has the ability to offer different layers of verification. From zero to fully verified.



“If you are a ticket purchaser, you just want to buy a ticket today. In three weeks when you are at the venue, that is when you want to verify your account”

-- Katie Korfhage

Solution

Rownd Authentication Engine

Marc and his team had built their previous authentication solution using typical Ruby gems like Devise, so he was a little hesitant to outsource this critical path to an outside company. After meeting the Rownd team though, he changed his mind.

“The Rownd team is one of the most experienced and competent teams I have worked with,” says Marc. “That was a big selling point.”

He knew the Rownd team had a deep-tech background in the authentication space and that their solution was made with data privacy and security as its backbone.



“I have no doubt in my mind that offloading authentication to the Rownd team is one of the best decisions we made for this festival year,” says Marc. “It opened up hundreds of development hours that allowed us to ship new features”.

Rownd also provided the flexibility Marc and his team needed to innovate and build additional functionality.

For example, the team added seamless sign-up and account management.

“In the past, users had to email us to change their subscription settings.” Marc recalled. “We have over ten types of newsletters we send out and it was a challenge to our users that they could not simply change their settings in the website. Rownd made it so users could just click on the newsletters they wanted and it updated everywhere.”

The Rownd team also built the My Tickets dashboard that was used by more than 13,000 users in only three weeks. The true power of having dynamic authentication that works across the web and beyond is that these customizations and features can be added in days rather than weeks or months.

Rownd also supports a wide range of authentication, verification, and profile management use-cases, so the Tribeca team only has to work with one company.

“One of the biggest game changers was how easy it was for my team to comp VIPs. All we needed was to pass their email to the ticketing company and then direct them to our website to claim it. The simplicity was all the rave in the box office,” Katie Korfhage, Director of Business Development said.

Partnering with Rownd also inspired confidence to start integrating authentication with other vendors.

“For next year’s festival, we anticipate expanding end-to-end authentication into our Roku and Apple TV apps, into our virtual gaming properties, and even into the NFT/metaverse,” Katie mentioned.

Katie and Marc also appreciate the support that the Rownd team provided as a part of their implementation phase. In fact, they credits Rownd with helping Tribeca get to market faster.

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“The Rownd team has been phenomenal,” says Katie. “They really care about what we’re building and really want us to succeed.”

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“With Rownd, we were able to provide a safe and frictionless experience for 250K+ visitors in weeks!”

Results

Successful launch

With Rownd, Tribeca's traditional sign-up process transformed into a flexible, dynamic flow that authenticated customers only when doing so added value to their experience.

Katie credits Rownd with a 50x increase in the number of users in the app and over 13k users coming back to interact with the My Tickets dashboard. This will lead to new opportunities to cross-promote and upsell users on the platform.

"We had a 50x increase in the rate for new users in the app, all because of Rownd!" says Katie.

Today, Tribeca is primed to be the premier in-person and virtual film festival in the United States. It already has two services tied together and has plans to use Rownd to extend its frictionless authentication into Tribeca-at-home products in 2023.



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-- Katie Korfhage

ROWND

Add frictionless and dynamic
sign-up and progressive profiles to
your products today

