

# Purplepass as Vendini alternative after AudienceView announces plan to dissolve the platform

*Vendini AudienceView is being shut down due to company initiative in response to the event industry disruption caused by COVID-19.*

SAN DIEGO, CALIFORNIA, UNITED STATES, August 17, 2020 /EINPresswire.com/ -- AudienceView

“

We welcome all Vendini users considering a new ticketing solution to try out Purplepass. If our customer service alone doesn't win you over, our optimized software, digital ticketing technology will.”

*Savannah McIntosh,  
Purplepass Marketing Director*

recently announced that, as part of their strategic plan in response to COVID-19, the company will be dissolving AudienceView Select (Vendini). Vendini was acquired by the event management company back in 2019 in an effort to expand their marketplace and offer a greater range of services with the combination of the two companies. Vendini provided extensive solutions for patron management, ticketing, marketing, fundraising and speciality events.

Current Vendini users are being encouraged to join AudienceView's platform for further ticketing needs and event support. With Vendini being discontinued and shut

down, users are seeking other Vendini alternatives that are able to provide similar features to the platform, as Vendini offered considerable ticketing solutions where AudienceView was lacking.

“When we mapped out our vision for the future, we knew we'd need products that are robust, adaptable, and can support your organization well into the future. To do that, we've decided to deprecate some legacy software, including AudienceView Select (Vendini)...” - AudienceView ([source](#))

Current Vendini promoters are turning to [Purplepass](#) as a sufficient replacement to Vendini and for the similar features their platform offers. Purplepass, a one-stop-shop to all your event planning needs, offers the key components that will be lost by Vendini users once the platform is completely shut down. A leader of the event industry, Purplepass' powerful technology, services and tools offer support for, not just ticketing, but event management, reporting, fundraising,

robust assigned seating and more.

Vendini was one of the few ticket registrations that focused on speciality events and gave support for all industries, rather than a select few. Purplepass offers the support needed for all categories, event types and sizes. Their powerful ticketing and unique technology is a solution for any event. Because of their extensive experience with each industry type, there are many tools available and being built, currently, based on customer feedback and past events.

Purplepass is privately owned, with 12+ years of experience in the event industry. There are zero sign up fees, box office fees, COMP fees, with flexible pricing options for ticketing if not free. To learn more about whether Purplepass is the solution for you, check out this review article by Software Advice, a tech review board, on [The Best Digital Ticketing Software](#) in 2020.

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