

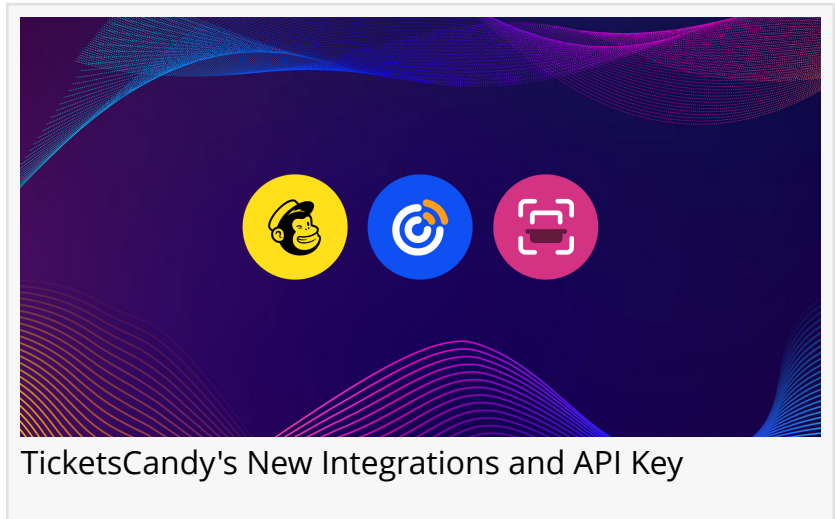
TicketsCandy Unveils New Integrations and API Key Feature

TicketsCandy announces Mailchimp and Constant Contact integrations and a Global API Key update, enhancing email marketing and ticket scanning efficiency.

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EINPresswire.com/ -- [TicketsCandy](#), a fast-growing and popular [event ticketing platform](#), has rolled out two major updates to make event management easier for organizers.

These updates include a new Global API Key for ticket scanning and connections with well-known [email marketing](#) tools like Mailchimp and Constant Contact. These features help simplify tasks, boost attendee engagement, and save organizers time.



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Artem Fadiev

Email Marketing with Mailchimp and Constant Contact
Event organizers can now link their TicketsCandy accounts with Mailchimp and Constant Contact through the TicketsCandy App Marketplace. This feature automatically syncs customer names and emails, which saves organizers time by eliminating manual data entry. It also allows them to quickly create targeted email campaigns that connect with their audience, leading to better communication and potentially higher attendee turnout. Whether they need to share last-minute updates, send special deals, or build

excitement for an upcoming event, these tools make communication quick and professional.

"Connecting with third-party apps like Mailchimp and Constant Contact is crucial for expanding the capabilities and functionality available to organizers," shared a TicketsCandy representative. "These integrations demonstrate our commitment to improving event management by providing organizers with tools that simplify tasks and enhance efficiency."

Global API Key Simplifies Ticket Scanning

Updating an API key for each event used to be a hassle because it required event organizers to change the API key in the ticket scanner app for every new event, which took up valuable time and increased the chances of errors. With the new Global API Key, ticket scanners can now work across multiple events without extra setup. This makes things much easier for organizers, especially those managing events that happen regularly or in different locations. It saves time by cutting out repetitive tasks and ensures attendees can enter events smoothly. Whether it's a big event or a series of smaller ones, the Global API Key reduces the workload and helps events run more efficiently.

In today's event industry, organizers face challenges like managing large amounts of data, ensuring smooth event operations, and maintaining clear communication with attendees. Using the latest technology helps address these issues by automating tasks, and providing tools for better coordination. These updates show that TicketsCandy is focused on creating new ideas, making things easier for users, and helping event organizers handle their work better.

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