

Spinzo Announces Five New Fan-Engagement Features During FeatureFest 2026 — All Available Immediately

Product-launch week unlocks new ways for teams and venues to build value, act on purchase intent, simplify seat selection, reward loyalty, and enhance branding.

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/EINPresswire.com/ -- [Spinzo](#) today announced the completion of FeatureFest 2026, its signature annual product-launch week, unveiling five new features designed to help sports teams, venues, and tournaments create more engaging ticket-buying experiences and stronger relationships with their fans.



Across five consecutive days, Spinzo introduced Gift Programs, Abandoned Cart Reporting, ColorSync Interactive Seat Map, Points Programs, and StyleUp for Immersive Design. Each feature was available the moment it was announced, giving clients immediate access to new ways to make offers more compelling, understand buyer intent, improve the path to purchase, recognize loyal fans, and bring their own brand to life.

FeatureFest is built around a simple promise: these are not concepts, roadmaps, or "coming soon" announcements. The features are built, live, and ready for clients to use.

"Spinzo FeatureFest is our opportunity to push meaningful advancements in the ticket sales industry," said Emmanuel Elmajian, Founder and CEO of Spinzo. "We are grateful to everyone who joins the conversation and challenges us to bring ambitious solutions to the table. This year's releases give organizations more practical ways to engage fans before, during, and after the ticket purchase."

Five releases, one connected fan-engagement strategy. This year's FeatureFest releases address the full ticket-sales journey.

Spinzo Gift Programs

Spinzo Gift Programs enable organizations to bundle external gifts and vouchers with ticket purchases. Teams and venues can preload unique voucher codes, PINs, redemption links, and customized instructions. They can define how gifts are awarded, deliver personalized redemption details to buyers, and track uptake. The feature is gift-agnostic, so it supports flexible partnerships with restaurants, bars, coffee shops, parking providers, sponsors, service providers, complementary events, or anything redeemable.

Spinzo Abandoned Cart Reporting

Spinzo Abandoned Cart Reporting gives organizations real-time visibility into purchase abandonment across promotions, including people who reached the final payment page but did not complete their transaction. Teams can filter reports by date, group, or inbound affiliate source. They can export actionable lead lists and access the data through Spinzo's API. When a buyer completes a purchase, that person is removed from the report in real time.

Spinzo ColorSync Interactive Seat Map

Spinzo ColorSync Interactive Seat Map brings color, clarity, and quantity-aware seat-selection to the ticket buy-flow. Fans can pan and zoom through a color-coded seating chart, see price zones matched visually on the map with a price-selection list, and identify areas that can accommodate their desired ticket quantity. The experience helps fans move from "Where should we sit?" to a confident choice with less guesswork.

Spinzo Points Programs

Spinzo Points Programs allow teams and venues to create flexible points-based redemption programs for tickets, experiences, merchandise, parking, or other offerings. Organizations can assign point values to rewards, load flex codes with different values, allow codes to be stacked, and show fans their balance as soon as they enter a code. The feature can power loyalty initiatives for season-ticket members, group leaders, corporate partners, and other high-value fan communities.

Spinzo StyleUp for Immersive Design

Spinzo StyleUp for Immersive Design expands creative control within Spinzo's Immersive Design experience. Creative marketing departments can apply custom stylesheet code directly to branding templates, tailoring details such as fonts, spacing, sizing, alignment, gradients, and other visual elements. Different styles can be applied to different templates and promotions,

helping organizations carry their identity through the final transaction step.

More ways to meet fans where they are

The five releases reflect a broader shift in how ticket organizations engage modern audiences. A ticket purchase is not a single moment; it is a series of decisions shaped by perceived value, convenience, confidence, and relevance.

Gift Programs help make an offer feel bigger than admission alone. Abandoned Cart Reporting turns unfinished checkouts into informed follow-up opportunities. ColorSync makes inventory easier to understand. Points Programs give organizations a flexible framework for rewarding engagement. StyleUp ensures the purchase experience can reflect the brand that fans already know and support.

"Teams and venues should not have to saddle their fans with generic selling experiences," Elmajian said. "Fanbases, partners, brands, and buildings are all distinct. The features announced this week give our clients more room to create experiences that feel personal, useful, and true to the way they sell."

All five Spinzio FeatureFest 2026 releases are available immediately to all Spinzio clients. Clients who need assistance with these features can reach out to service@spinzio.com and organizations who want to explore using Spinzio can reach out to hello@spinzio.com.

About Spinzio

Spinzio provides creative ticket sales solutions that are trusted by the world's most prominent sports teams, venues, and events. The promotional sales platform powers group ticketing, theme nights, community engagements, ticket distribution, fundraisers, and flex plans. It is heavily relied upon by sales, marketing, and operations departments in the live events industry. Spinzio also provides strategic growth consulting, assists in revenue-driving activities, and manages the industry-popular [Ticket Playbook](#) community with regular learning sessions.

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Spinzio

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