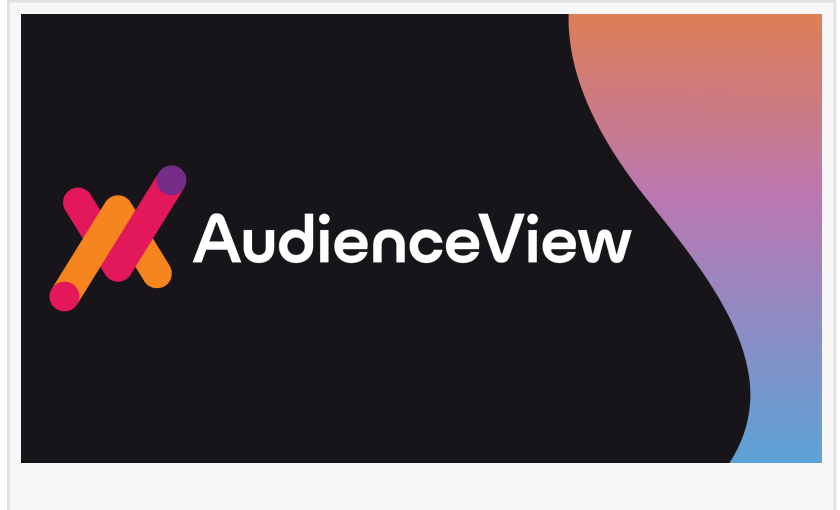


AudienceView Builds Momentum with New Capabilities, Customers, and Platform Innovation

Continued platform innovation expands AudienceView's capabilities across the live event journey.

TORONTO, CANADA, August 21, 2026 /EINPresswire.com/ -- AudienceView accelerated its mission to deliver a fully connected audience journey in the first half of 2026. Through strategic acquisitions, new partnerships, and continuous platform innovation, the company expanded the capabilities available to live event organizations across discovery, purchase, event entry, and future engagement.



New Capabilities Through Strategic Integration

AudienceView's acquisition of Audience Republic in September 2025 expanded how the company helps organizations connect ticketing data with audience engagement. Teams can use behavioral and purchase insights to build more relevant campaigns across email, SMS, and paid channels, helping turn a single ticket purchase into an ongoing relationship.

"The thing I was most excited to play around with was the gamification capabilities," said Donnie Bales, executive director of The Millwald. "I knew it could really upgrade our interactivity."

In one campaign, The Millwald sold nearly half of its available seats while spending 84% less on marketing.

The acquisition of [Saffire](#) in June 2026 builds on that momentum by bringing deep expertise from a distinct corner of the live events industry. Purpose-built for fairs, festivals, and high-volume attractions, Saffire combines ticketing and event-optimized websites with cashless commerce, RFID technology, and onsite operational tools. These capabilities complement AudienceView's strengths in audience development and commerce, creating more connected support from event discovery through event day.

“We are already seeing how powerful it is when we bring our companies together. AudienceView customers can now tap into the event-optimized websites and on-site expertise Saffire is known for, while our fair and festival partners are gaining access to AudienceView’s advanced digital marketing and commerce tools. Our combined customer base is immediately benefiting from a richer, more connected experience across more touchpoints, and this is just the beginning! We have an exciting roadmap of new shared capabilities that will raise the bar for our clients and the industry as a whole.” Aaron Pederson, SVP AudienceView (former President, Saffire)

Welcoming New Organizations Across Live Events

As AudienceView expands its reach across the live events industry, a growing mix of organizations are choosing the platform to simplify operations, better understand their audiences, and create more connected experiences before, during, and after each event. In H1 2026, new partners spanned attractions, museums, music festivals, performing arts, and higher education.

Recent additions include Stage Entertainment, Culture Trois Rivières, Morris Museum, Four Winds Farm, Missoula Symphony Orchestra & Chorale, Springfield Symphony Orchestra, Corning Civic Music, Pendragon Theatre, Culture Works, Midland Theatre, the University of North Carolina at Chapel Hill's Carolina Union, and the University of Texas at San Antonio's Institute of Texan Cultures, among others.

Continuous Innovation: Removing Barriers to Purchase

To ensure buying and accessing tickets is as seamless as possible, AudienceView introduced several major platform updates during the first half of the year:

Enhanced checkout. Currently in beta for enterprise organizations, a new mobile-responsive purchase flow drastically reduces clicks. Address autocomplete, browser-language detection, and clearer checkout timers are removing common barriers to conversion.

Transparent pricing. For both enterprise and mid-market organizations, clearer fee displays make the total ticket cost easier to understand. According to the [2026 Annual Ticket Buyer Report](#), surprise fees were the leading reason buyers abandoned their carts, while 42% said removing additional fees would encourage them to attend more events at the same venue.

Digital wallet expansion. Following purchase, all e-tickets can be added directly to Apple Wallet or Google Wallet, giving audiences a simpler way to access their tickets on event day. Wallet tickets also display the total ticket price, including convenience fees. Since launch, 70% of tickets purchased through the mid-market platform have been e-tickets and therefore eligible for digital wallet access.

Real-time fraud prevention. A new fraud prevention service makes real-time transaction screening more accessible to mid-market organizations. As of June 2026, AudienceView’s fraud

prevention efforts had stopped more than \$221 million in fraudulent transactions and blocked over 197,000 fraudster and reseller accounts.

From discovery and purchase to entry and future engagement, this progress reflects a relentless commitment to connecting every stage of the audience journey. AudienceView will continue to equip live event organizations with the tools they need to remove friction, act on audience insights, and turn moments of interest into lasting relationships.

Take a closer look at AudienceView's latest platform improvements at audienceview.com.

About AudienceView

AudienceView is a unified event commerce platform that connects audiences, operations, and engagement across the live event journey. With more than 200 employees globally and over 2,800 organizations processing \$3.3B+ in annual transaction volume, AudienceView serves performing arts organizations, athletics programs, higher education institutions, live music venues, fairs, festivals, rodeos, attractions, and destination venues with ticketing, payments, digital marketing, audience engagement, and event operations solutions.

AudienceView is headquartered in Toronto, Canada, and backed by Rubicon Technology Partners. Learn more at audienceview.com.

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