

AudienceView Partners with menta tech to Bring White-Label Resale to AudienceView Unlimited Clients Globally

AudienceView Unlimited clients can add white-label resale to their ticketing experience while retaining control over pricing, compliance, data and relations.

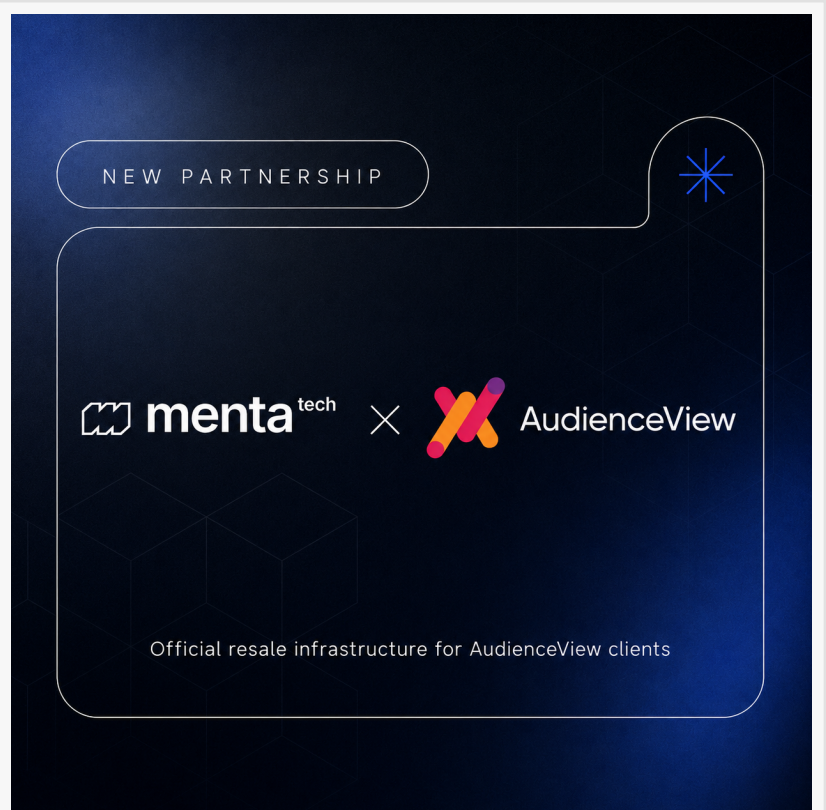
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AudienceView today announced a partnership with menta tech to bring official white-label resale to AudienceView Unlimited, extending the event commerce journey with a customer-to-customer resale experience that organizations can offer under their own brand and their own rules.

As resale increasingly takes place across third-party channels, organizations have an opportunity to bring more of that activity into an official, connected experience. Through the integration, AudienceView Unlimited organizations will be able to stay closer to the transaction and the customer relationship while maintaining greater oversight of how resale works for their events.

Customers who can no longer attend will be able to list eligible tickets through the same ticketing environment where they originally purchased them, without being redirected to a separate resale marketplace. Another customer can then purchase the ticket through that same environment, with the ticket reissued and ownership transferred inside AudienceView.

White-label means the experience belongs to the organization: its brand, its language, its checkout and its customer accounts. For the organization, that changes what resale leaves behind. The person who buys a resold ticket arrives as a known customer in the organization's



AudienceView & menta tech

own system rather than a name held by someone else, the seat is filled by an audience member instead of going empty, and the ticket that changes hands is the one the organization issued.

Organizations remain in control of how resale operates. They can define which tickets are eligible, the pricing parameters that apply, and when resale opens and closes, and those rules are applied automatically across groups of events rather than configured one event at a time, so resale policy can differ between a subscription series, a single high-demand performance and a full season without being managed by hand.

AudienceView remains the platform and the customer-facing experience, with event commerce, customer accounts and ticket delivery. menta tech provides the resale infrastructure: the listing and purchase experience, the rules that govern it, and the operational layer behind each transaction. Together, the two companies enable resale to operate as part of the existing AudienceView experience rather than as a separate destination.

The integration is designed for complex and enterprise-sized live event organizations across performing arts, higher education, museums, attractions, festivals and sports, where resale already takes place and where control, trust and compliance are particularly important.

"The best customer experiences feel seamless, regardless of where someone is in their ticket journey. Together with menta tech, we're giving AudienceView Unlimited clients another way to support their customers beyond the initial purchase, while creating an experience that feels consistent, trusted and connected from start to finish."— Steve Baumgartner, Chief Revenue Officer, AudienceView.

"Resale is already part of the ticket lifecycle. The question for organizations is whether it happens outside their environment or as part of an experience they can actually control," said Iñaki Sánchez López, Co-Founder and CEO of menta tech. "Every organization ends up with a resale strategy, whether it chooses one or not. Together with AudienceView, we're giving organizations the infrastructure to design theirs deliberately: their brand, their pricing rules, their compliance requirements, their data."

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.

About menta tech

menta tech provides enterprise-grade, white-label, platform-native resale infrastructure for primary ticketing platforms. menta enables ticketing platforms and the organizations they serve to offer official resale under their own brand, rules and compliance requirements, without sending customers to a separate marketplace. Built by people with years of experience operating resale in high-volume ticketing environments, menta operates globally, with hubs in Buenos Aires, Milan and London.

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