



PLAYBOOK - 4 -

Event Recommendations Based on Past Behavior



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— Introduction —

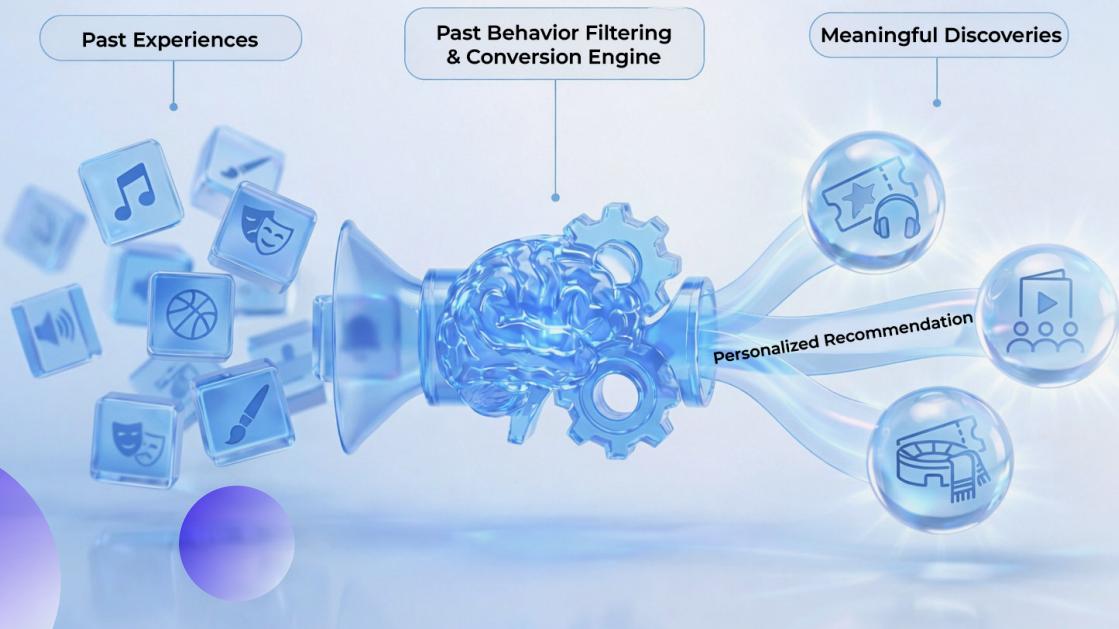
Event Recommendations Based on Past Behavior

Turning previous experiences into relevant discovery

In event ticketing, the most critical moment is capturing attention with experiences that genuinely resonate with the user, at exactly the right time.

From concerts and theatre to sports matches and workshops, event platforms offer a wide range of options. When this variety is not filtered meaningfully, it quickly becomes overwhelming. Users are forced to scroll, compare, and guess which event might be right for them. Over time, this friction slows decision-making and reduces conversion.

Moreover, users are not motivated by the same signals. Some decide based on music genre, others on location, team loyalty, or the type of experience they are looking for. For this reason, recommendation systems that place past behavior at the center of the experience become a powerful differentiator.



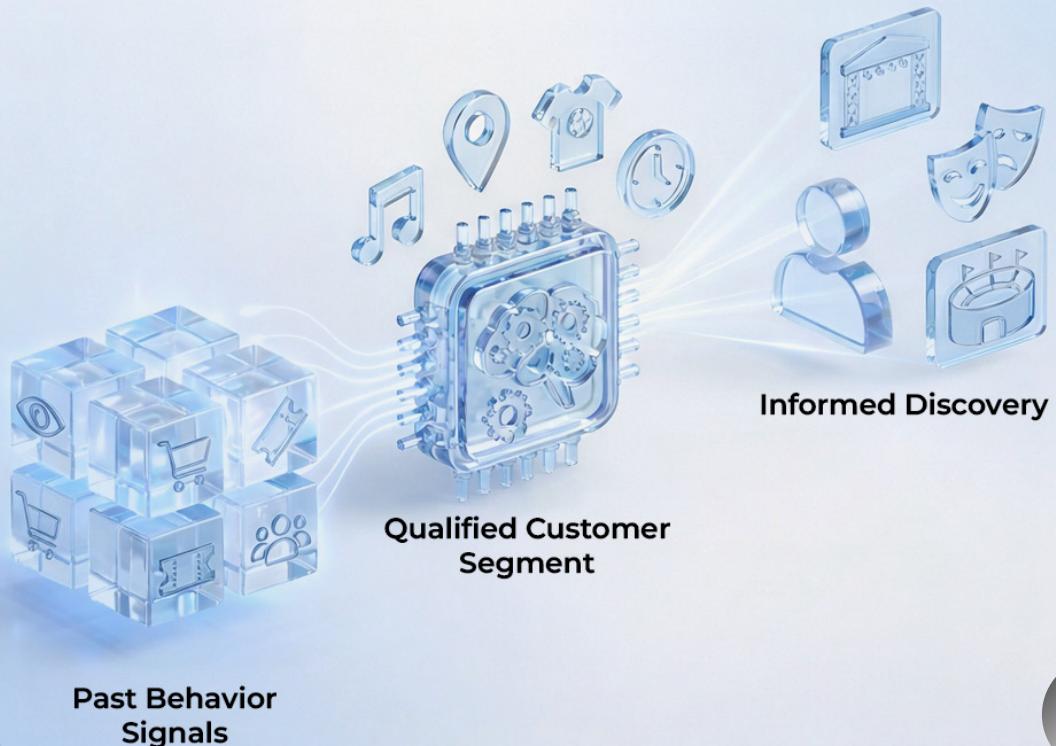
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Why past behavior matters in event discovery?

Every interaction leaves a signal. Events users have viewed, added to their cart, purchased, or attended reveal far more than declared preferences.

By analyzing these past interactions, platforms gain a clearer understanding of what truly interests each user. Event type, location, music style, team affiliation, and even participation frequency together form a meaningful behavioral profile.

As a result, recommendations feel less random and far more intentional. Users are introduced to events they are genuinely likely to consider, rather than being asked to explore endlessly.



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From browsing to guided discovery

Behavior-based recommendations shift the experience from browsing to discovery.

Instead of presenting a broad catalogue, the platform highlights events that align with the user's history and tendencies. Decision time shortens, relevance increases, and the experience feels curated rather than generic.

In practice, this creates a calmer journey. Users no longer need to explain their preferences repeatedly or rely on filters alone. The system learns continuously and adapts over time.

Common recommendation scenarios

In music and concert experiences, users who previously attended rock concerts can be introduced to upcoming alternative rock or indie performances. At the same time, a jazz listener is guided toward similar artists or events hosted at familiar venues, rather than being exposed to unrelated genres.

In theatre and performing arts, users who purchased tickets for modern theatre plays can be presented with new productions that share a similar style or narrative approach. Events taking place at the same stage or venue

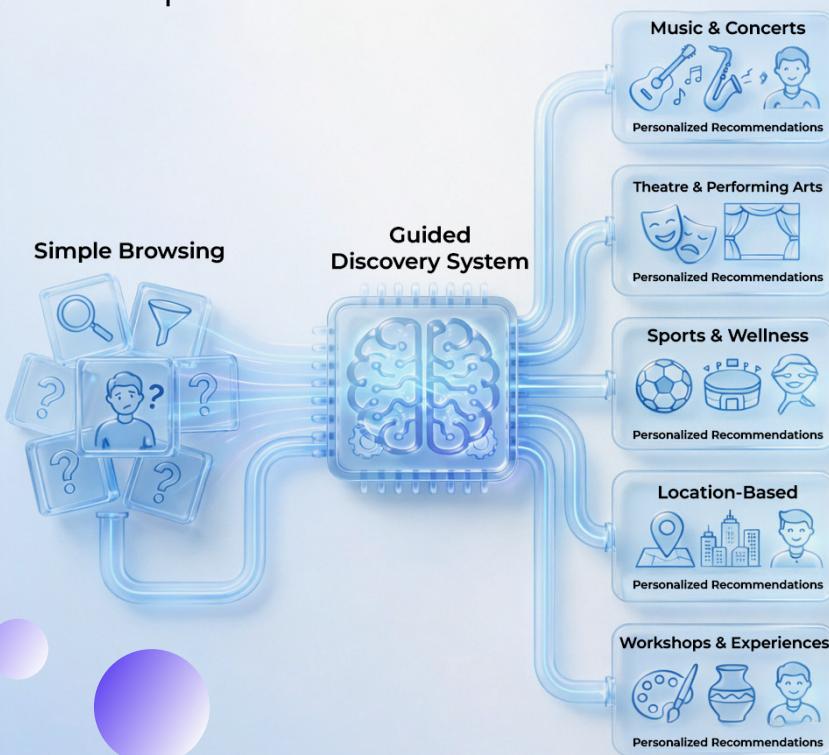
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can also be surfaced to maintain continuity.

In sports events, team loyalty becomes a strong signal. Users who follow a specific team can be informed about upcoming matches, including away games. This approach transforms fan engagement into repeat purchases.

Location also plays a defining role. Users who typically attend events in one city are better served with nearby experiences, rather than distant alternatives. For traveling users, temporary location-based recommendations can support discovery during their stay.

Workshops and experiential events benefit from the same logic. Users who previously attended creative workshops such as ceramics or painting can be guided toward similar or more advanced experiences, supporting progression rather than repetition.



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Why this approach creates value?

Past experiences are one of the strongest indicators of future intent. Behavior-driven event recommendations do more than increase ticket sales. They strengthen the relationship between the user and the platform. Users feel understood, while brands benefit from higher conversion rates, lower drop-off, and stronger long-term loyalty.

Over time, this relevance builds trust. Instead of pushing events, the platform becomes a reliable guide for discovering meaningful experiences.

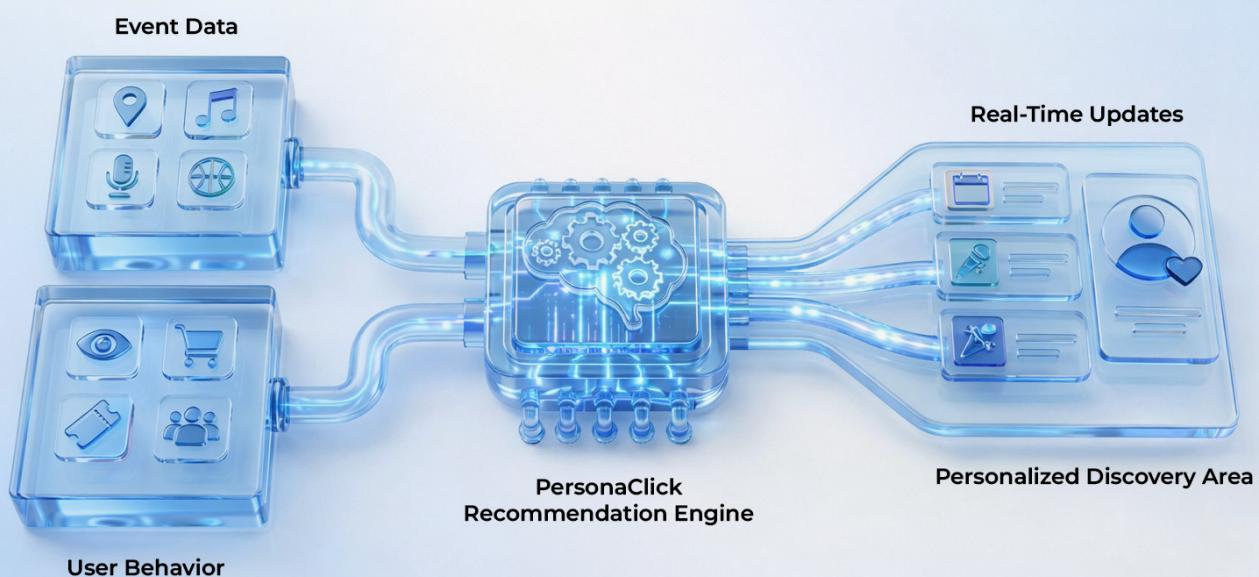


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How this is enabled with **PersonaClick**?

Within **PersonaClick**, this structure is built by combining event data with behavioral signals. Event information is shared with full context, including location, event type, genre, performers, or team details depending on the category. User interactions such as views, cart additions, purchases, and attendance are tracked through web integration.

Optionally, users can also share explicit interests related to event types. These signals are added to the user profile and enrich the recommendation logic. Using this data, **PersonaClick**'s recommendation algorithms continuously adapt the experience, ensuring each user encounters events that feel relevant and timely.



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— Conclusion —

In event ticketing, relevance defines success. When platforms connect past experiences with future opportunities, discovery becomes effortless and meaningful. Users spend less time searching and more time engaging with experiences they care about.

With **PersonaClick**, event recommendations evolve from simple listings into a personalized discovery layer that matches the right experience with the right user, at the right moment.

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