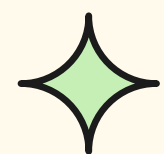
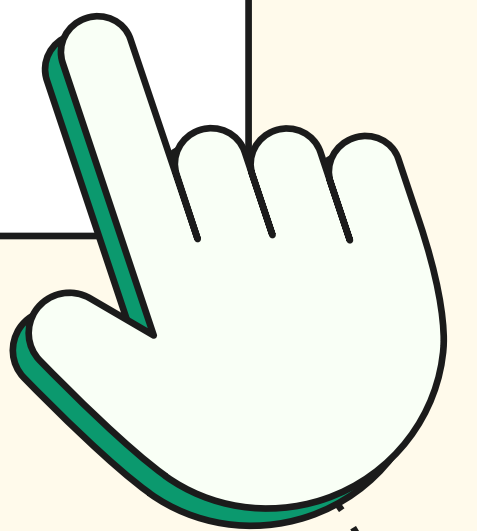




Brevo

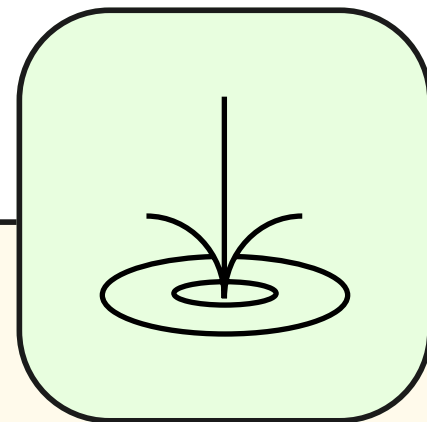
E-tickets in the mobile
wallet



The e-ticket in 3 steps: from download to notification

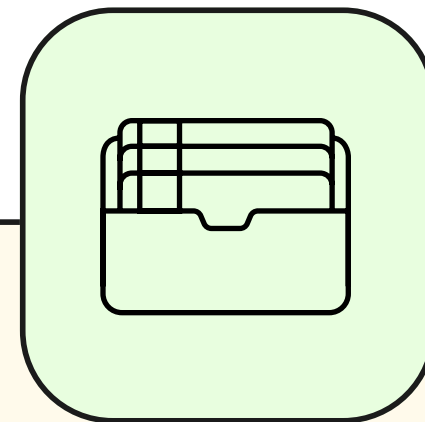
1

The person
downloads their ticket
from any touchpoint.



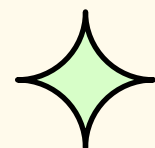
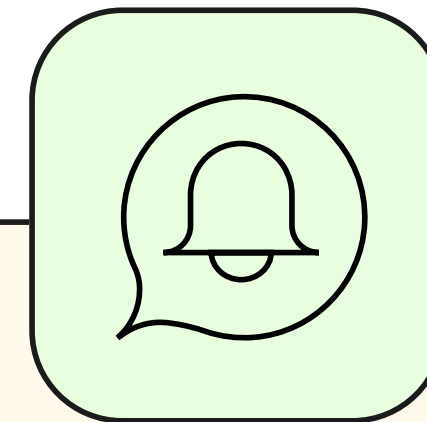
2

The ticket is
stored in the
mobile wallet.

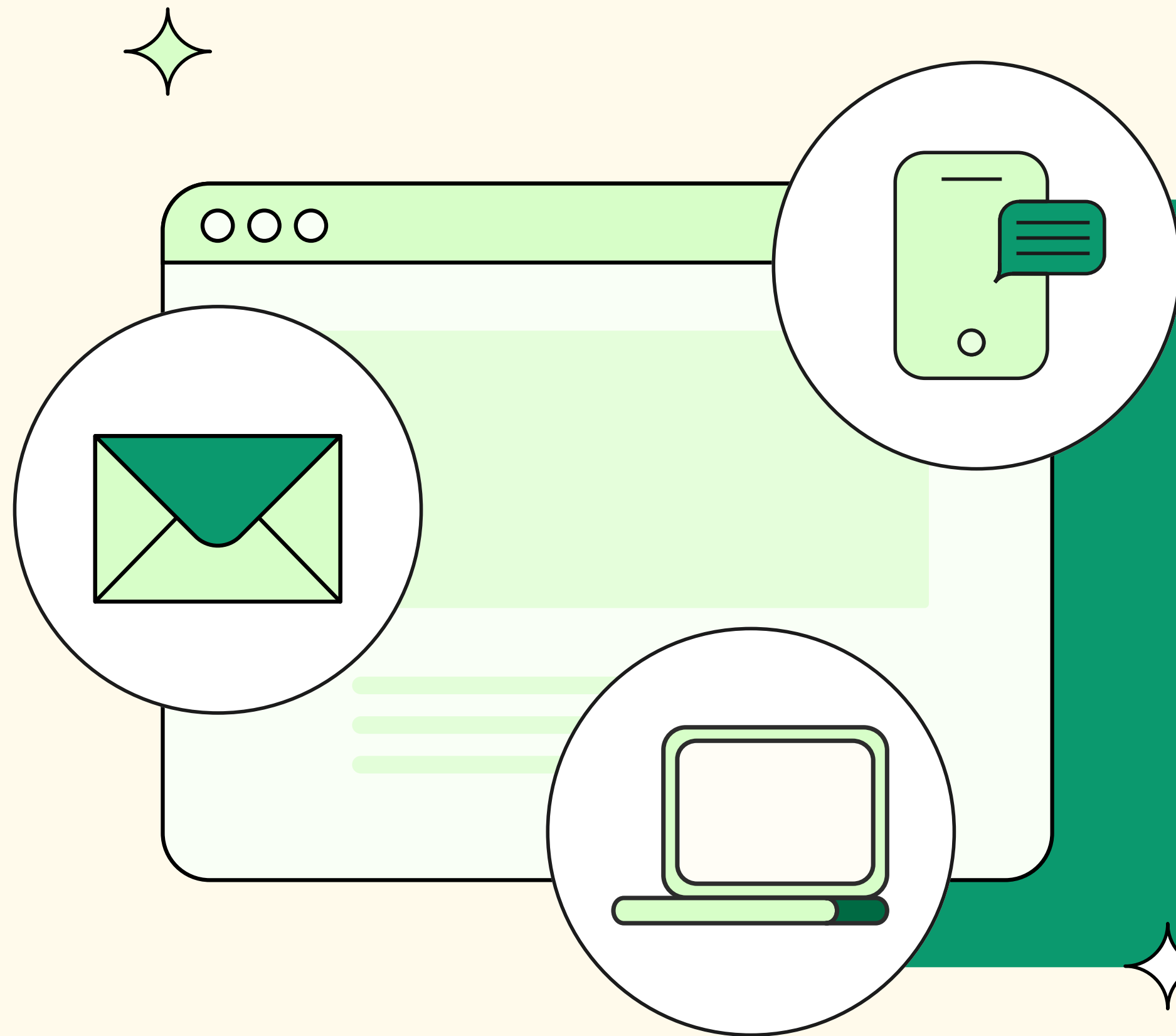


3

The person is
notified of any
updates regarding
the event.



How to add an e-ticket to your customers' wallet?



There are many methods to allow your customers to digitalize their event, concert, or show invitations.

Here are a few examples :

- Website
- SMS
- Email
- Mobile app
- QR code



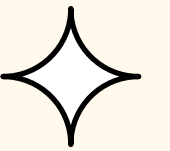
**FRANCE
GALOP**



**How the brand
digitizes access to its
events and re-engages
its customers**

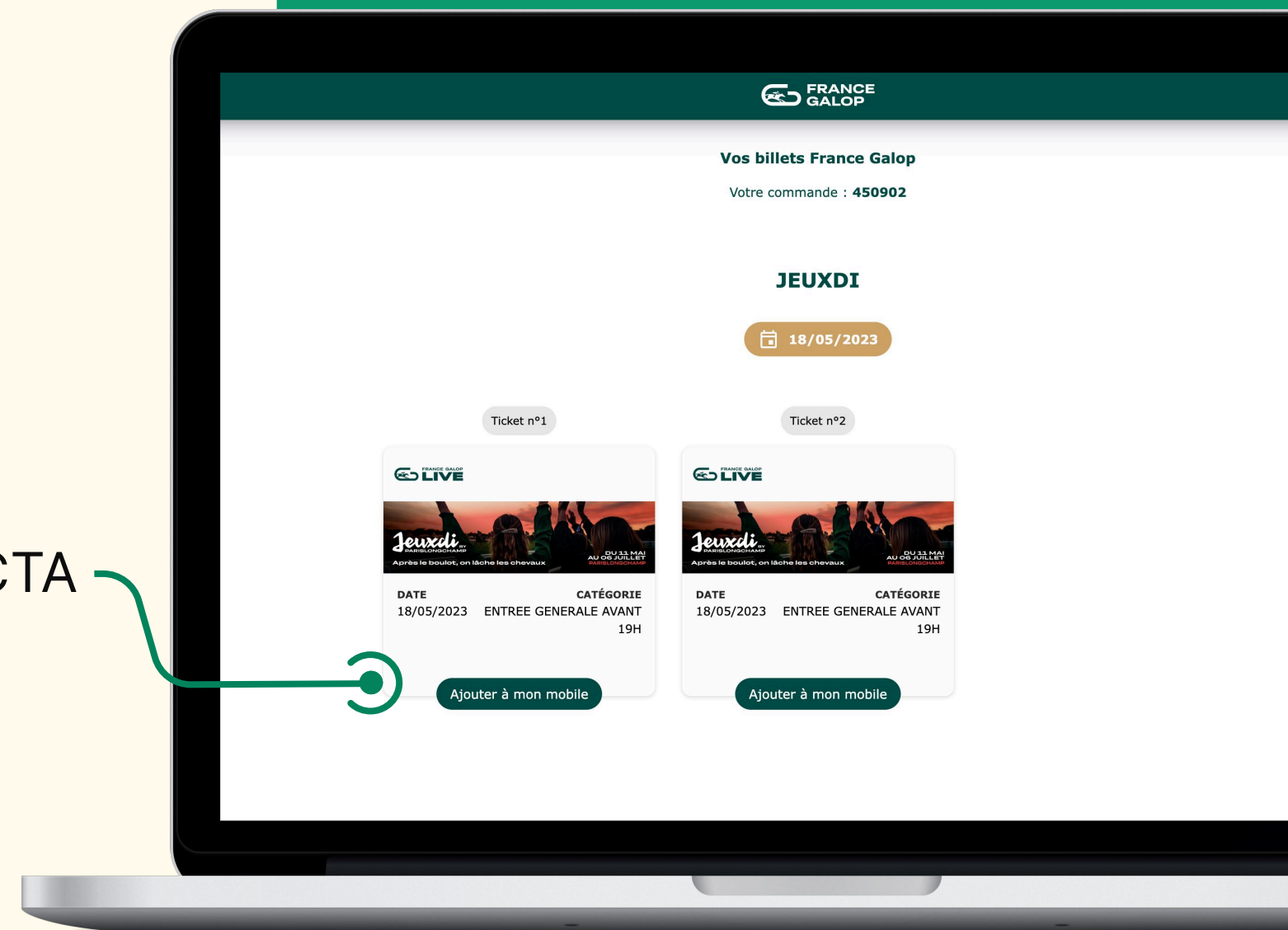
Step 1 : Add

Offering the option to save their e-ticket to the mobile wallet

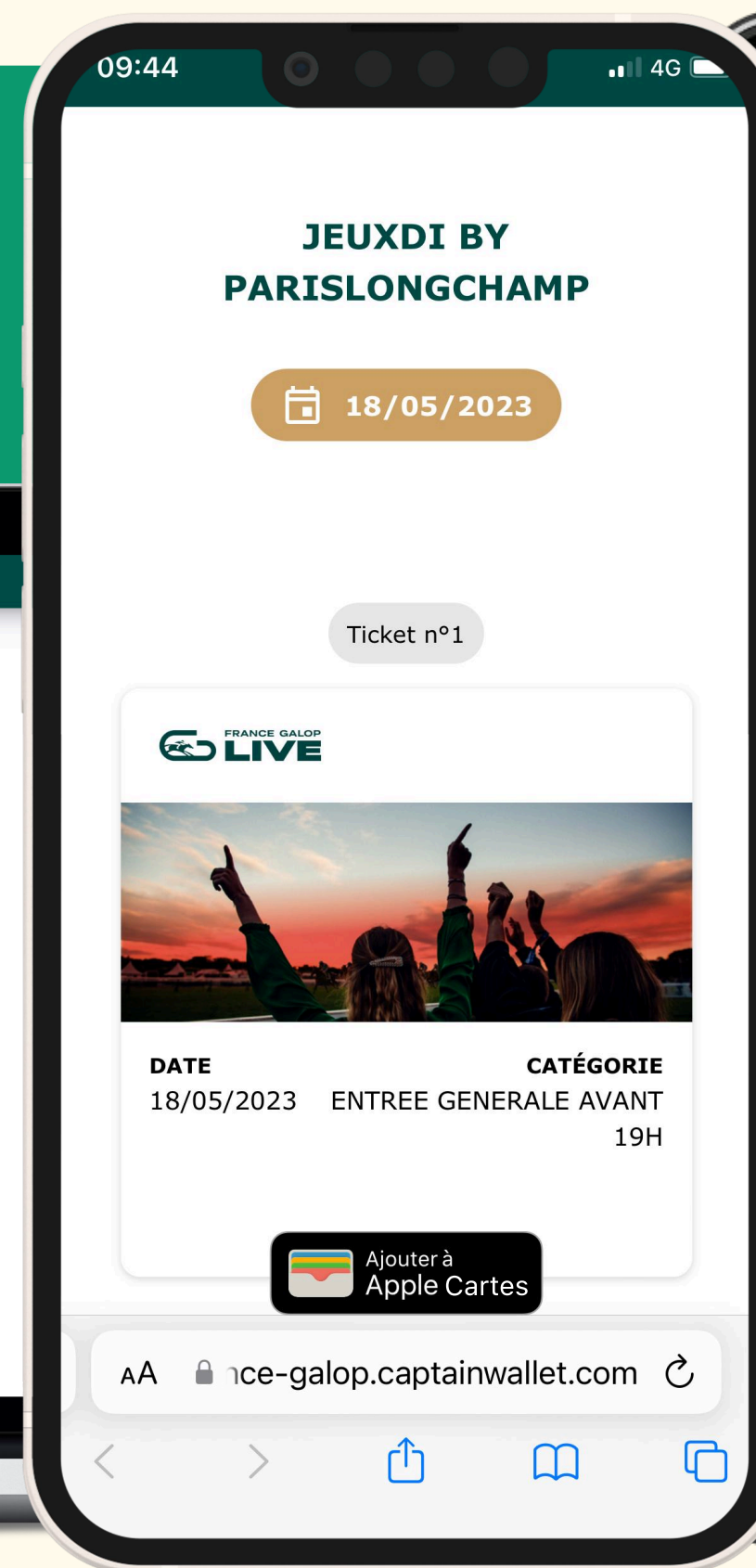


From a landing page

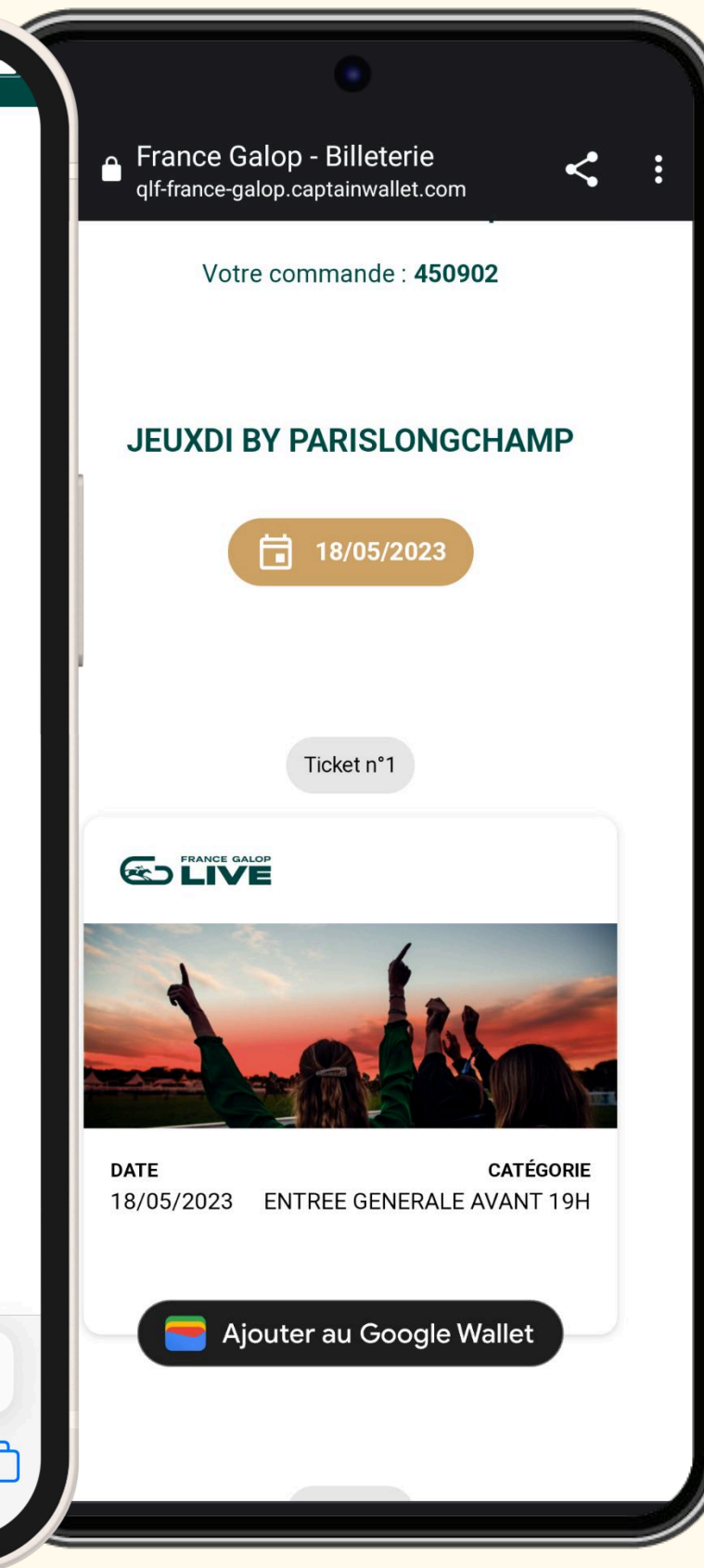
CTA



Desktop

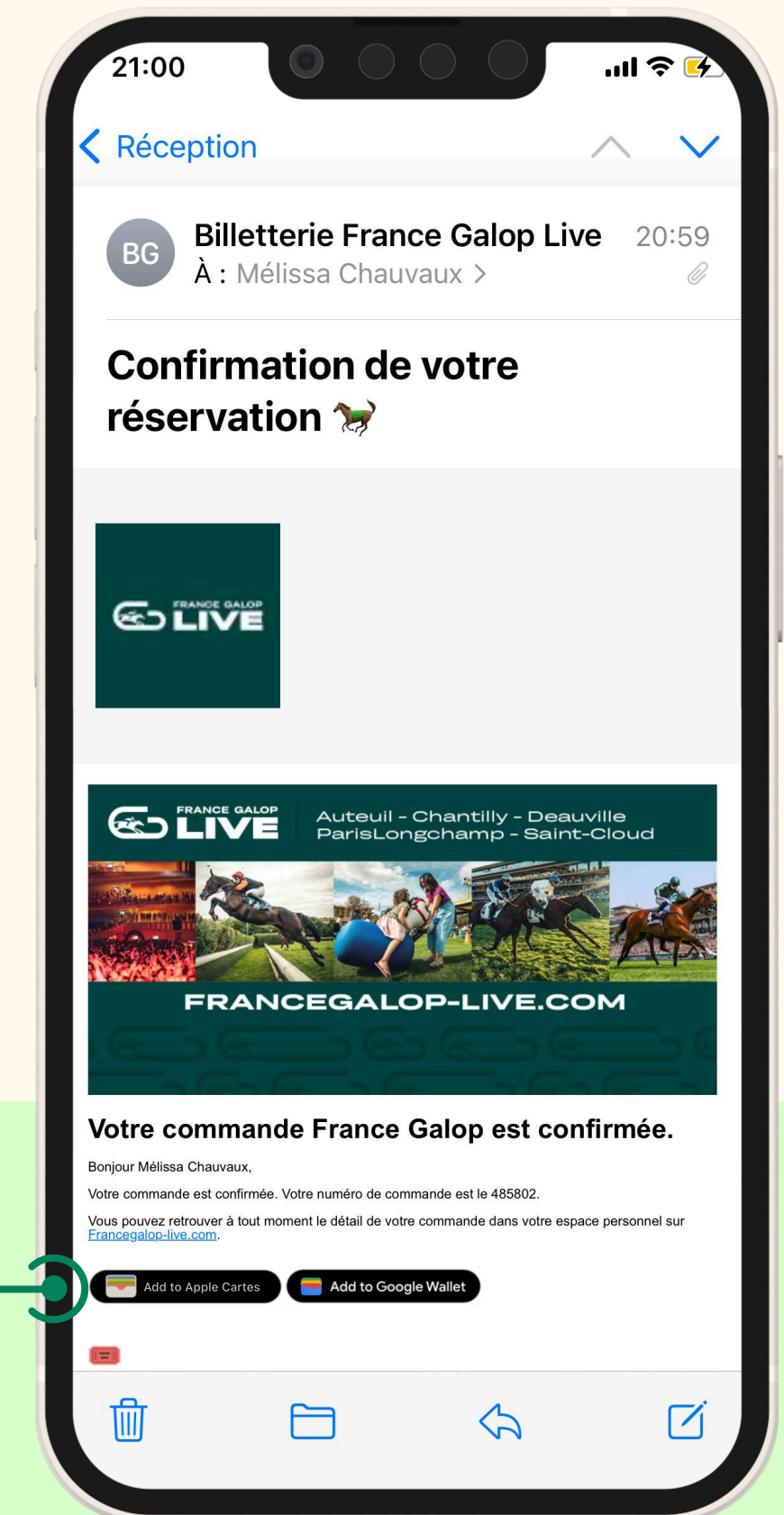


iOs

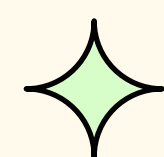


Android

CTA



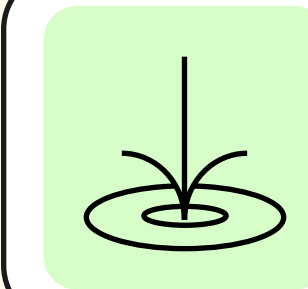
From the
confirmation
email



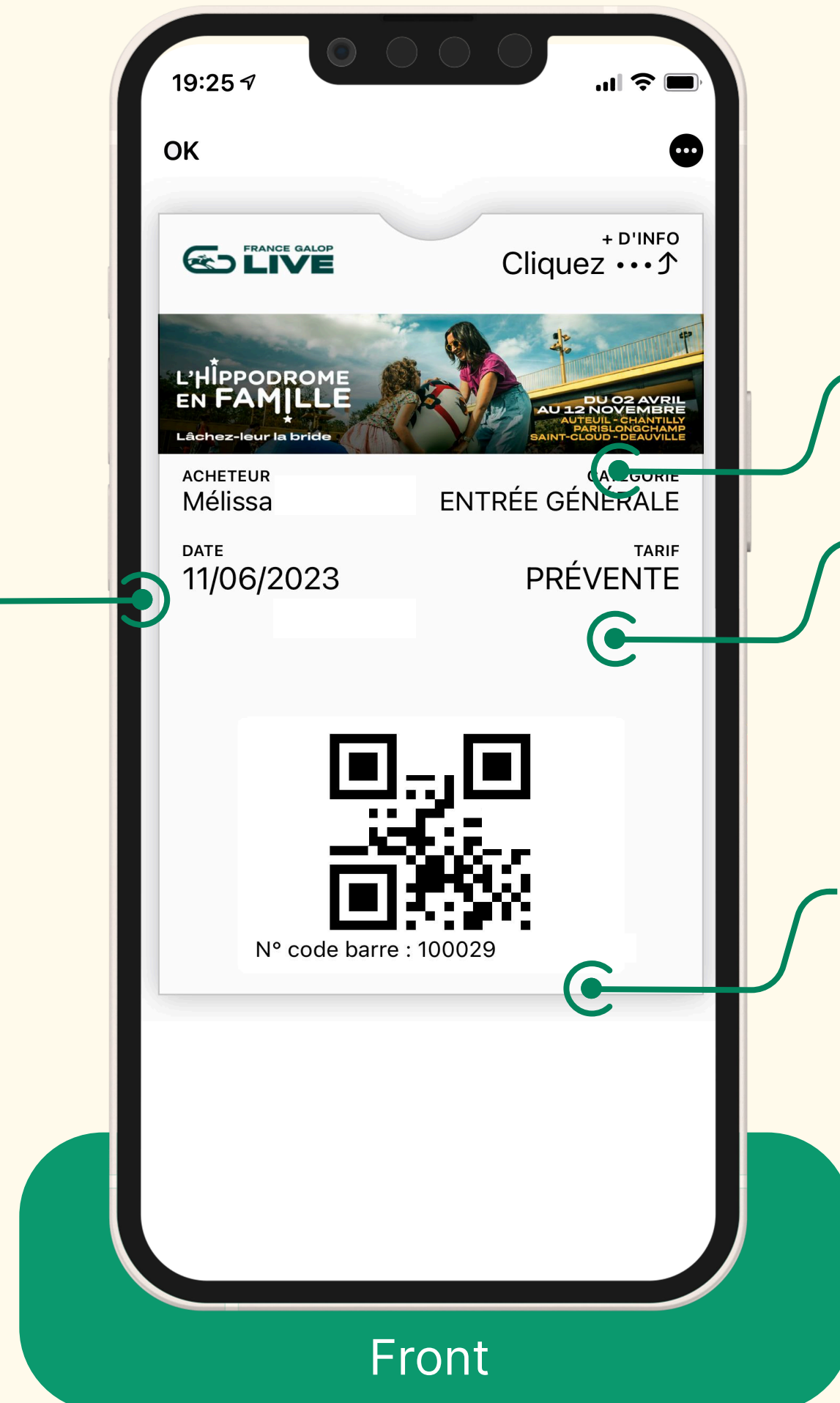
Step 2 : Access

The e-ticket is now added to the mobile wallet

A complete summary of the event reservation, accessible in 2 clicks.



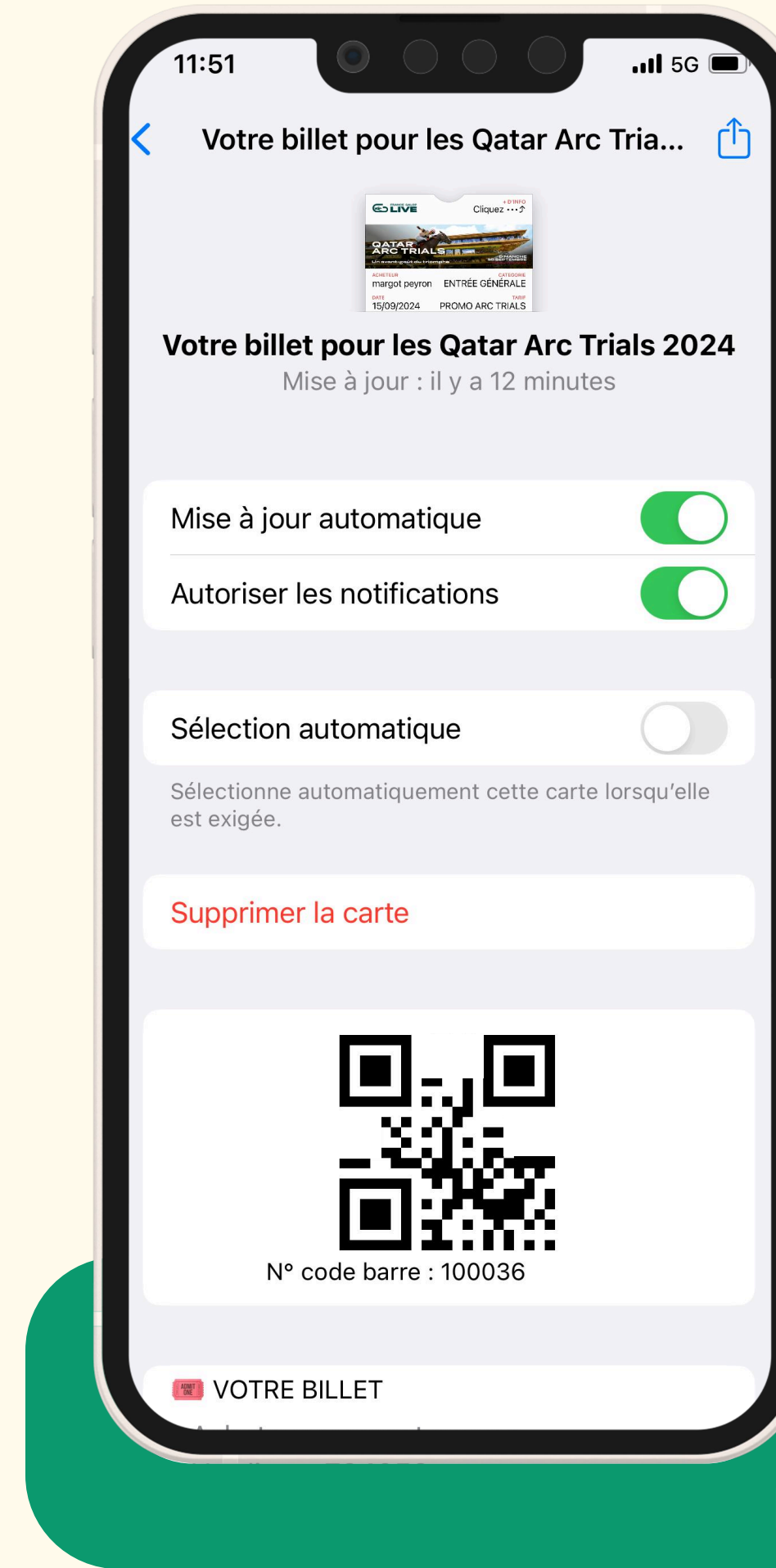
Installation rate*
94,6%



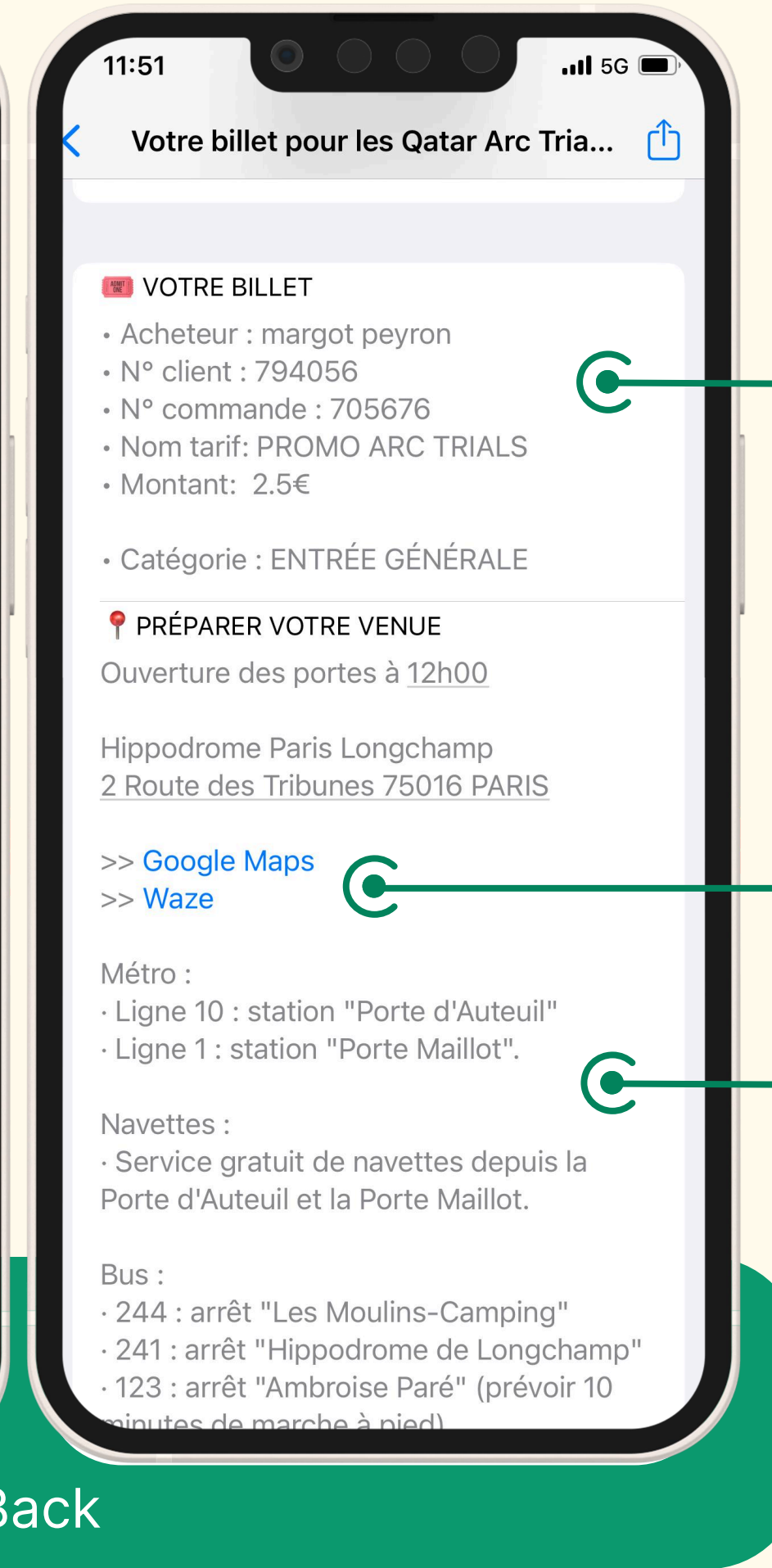
Customizable banner

Reminder of the reservation details

QR code to identify the customer at the point of sale



Back



Reminder of the reservation details

Various links

Additional information

*This refers to the percentage of customers who complete the process by activating their e-ticket in their wallet vs. the total number of "clicks" on the CTA.

Step 3 : Notify

Engage your customers through the mobile wallet: an interactive and relational channel.

Push notifications via the mobile wallet allowed France Galop to communicate in real-time with its customers before, during, and after the event: perfect for quickly informing them of any unexpected changes or updates related to their events (weather, schedules, etc.).

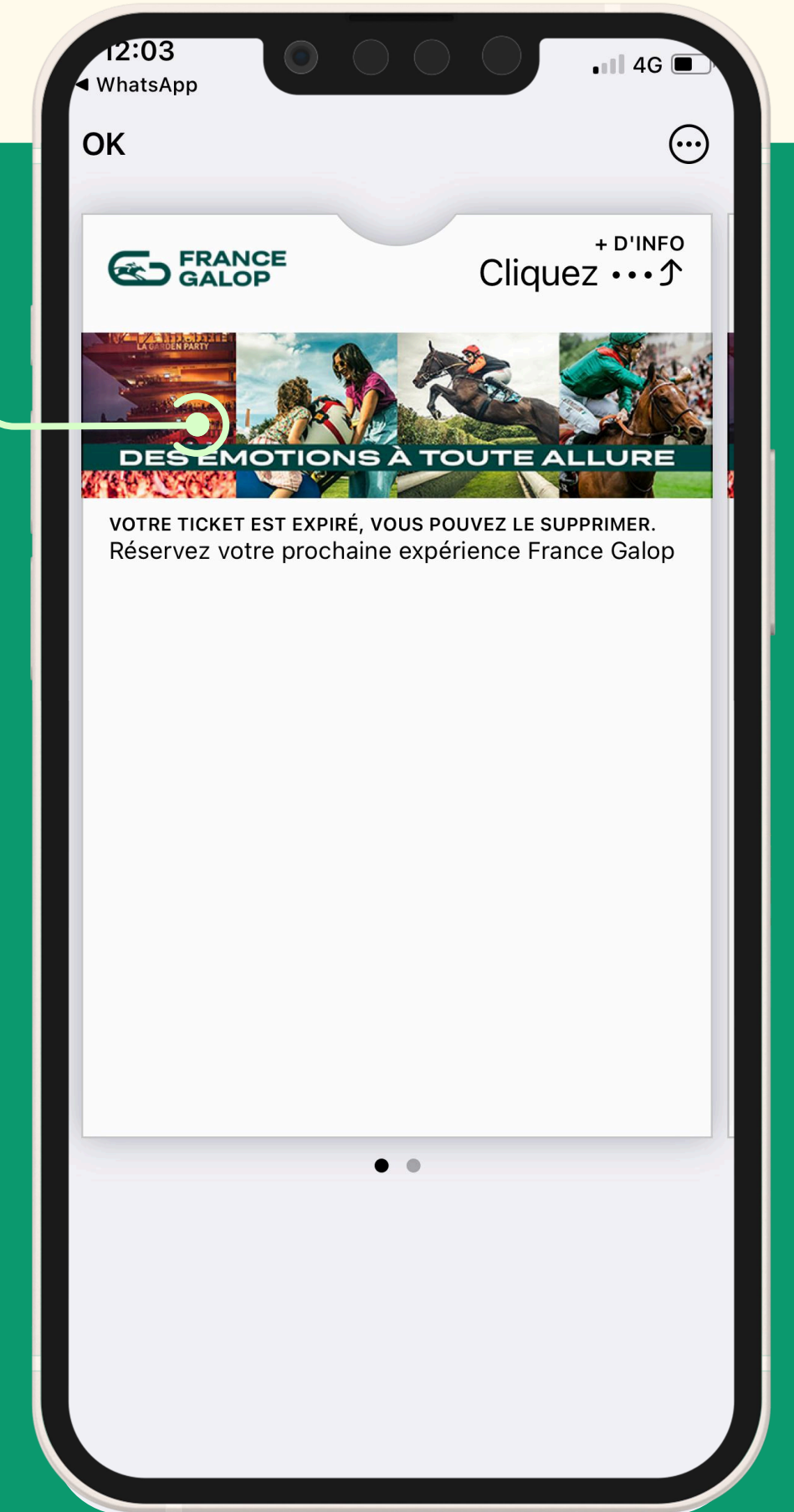


Reservation reminder 1 day before



Post-event notification: invitation to discover new offers, news, and events

Post-event updated banner



Expired ticket, the customer can delete it from their wallet.



*Le Jardin
d'Acclimatation*

The logo for 'Le Jardin d'Acclimatation' is centered on the white screen area. It consists of the brand name in a green, cursive font, with a stylized green tree icon integrated into the letter 'J'.

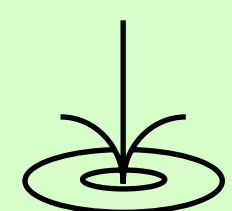
How the brand
digitizes its e-tickets



Step 1 : Add

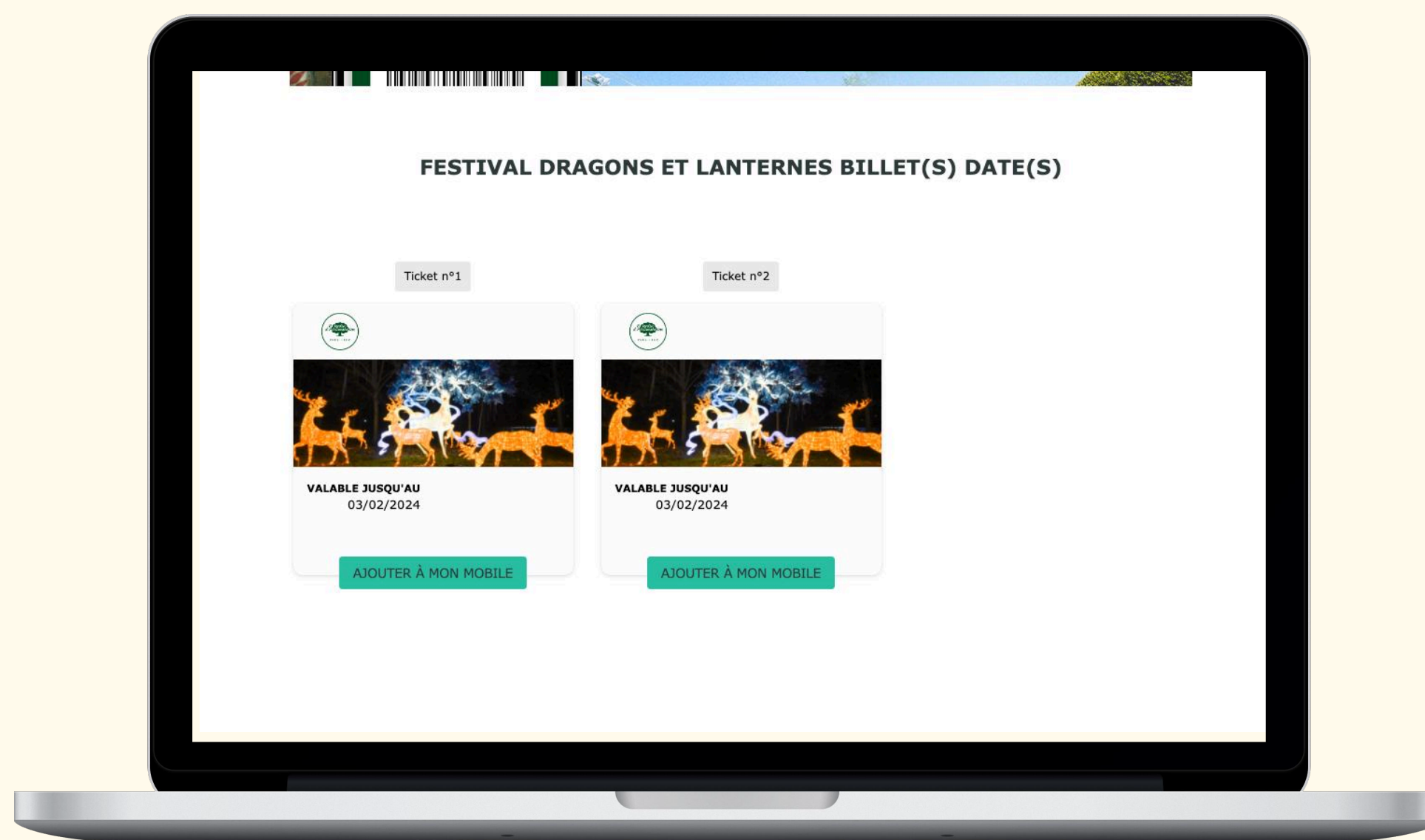
Offering the option to save the e-ticket to the mobile wallet

From a landing page

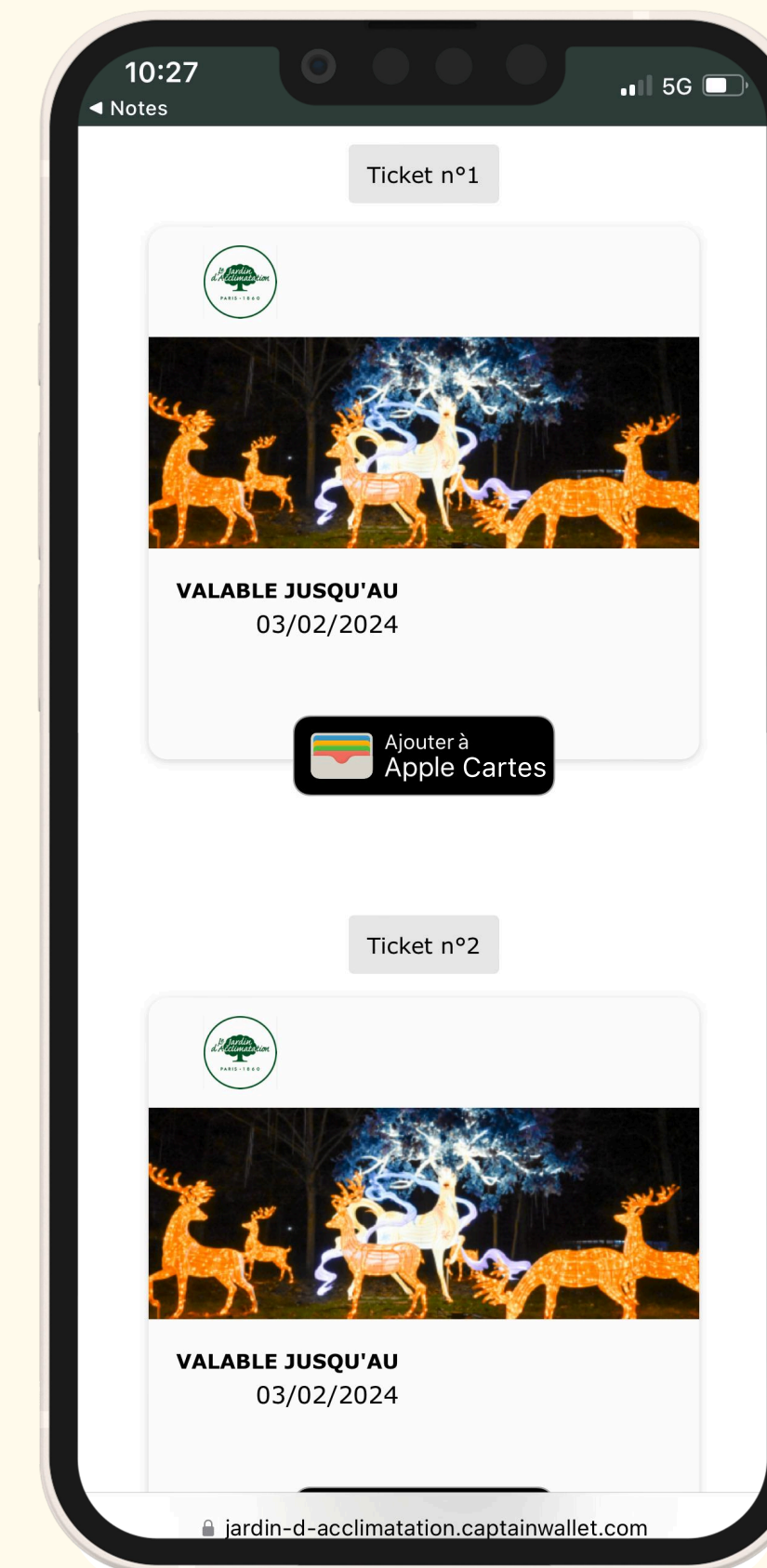


Installation rate*

96,8%



Desktop



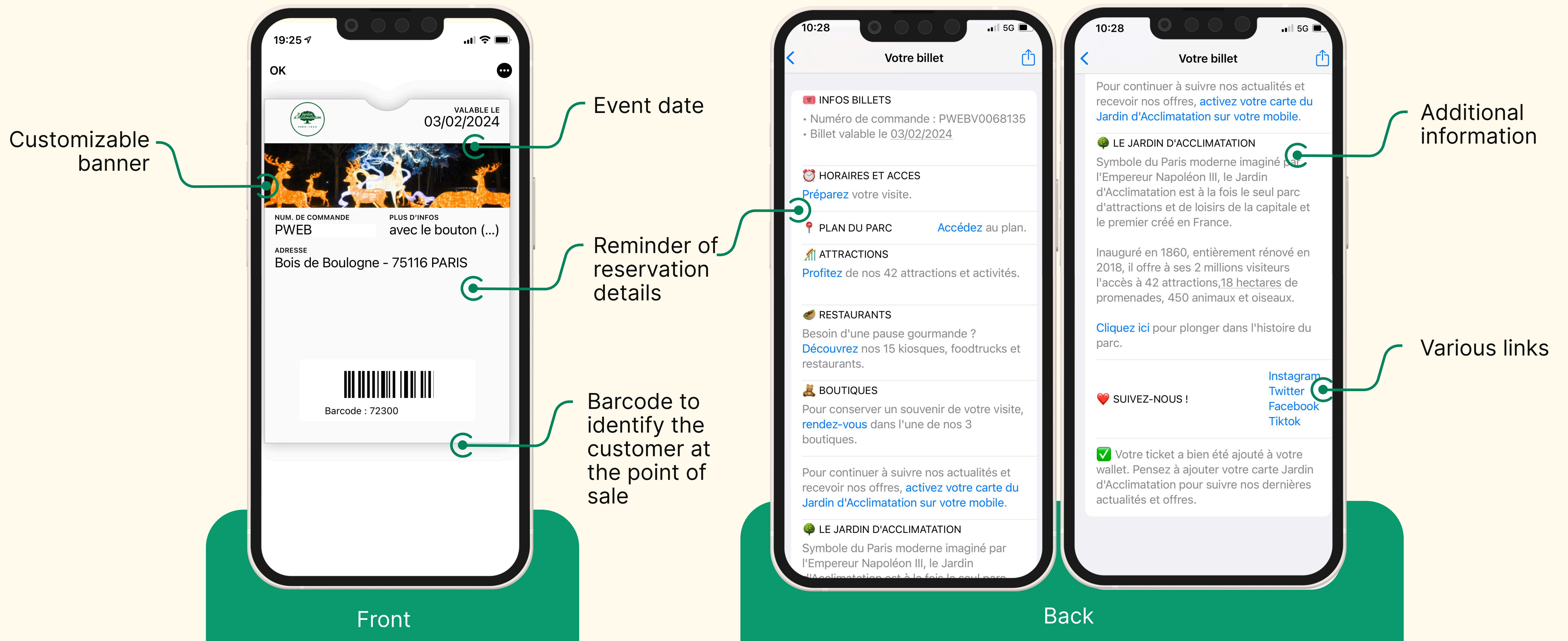
Mobile

*This refers to the percentage of customers who complete the process by activating their e-ticket in their wallet vs. the total number of "clicks" on the CTA.

Step 2 : Access

Le e-billet est désormais ajouté au wallet mobile

A complete summary of the event reservation, accessible in 2 clicks.





Ruinart

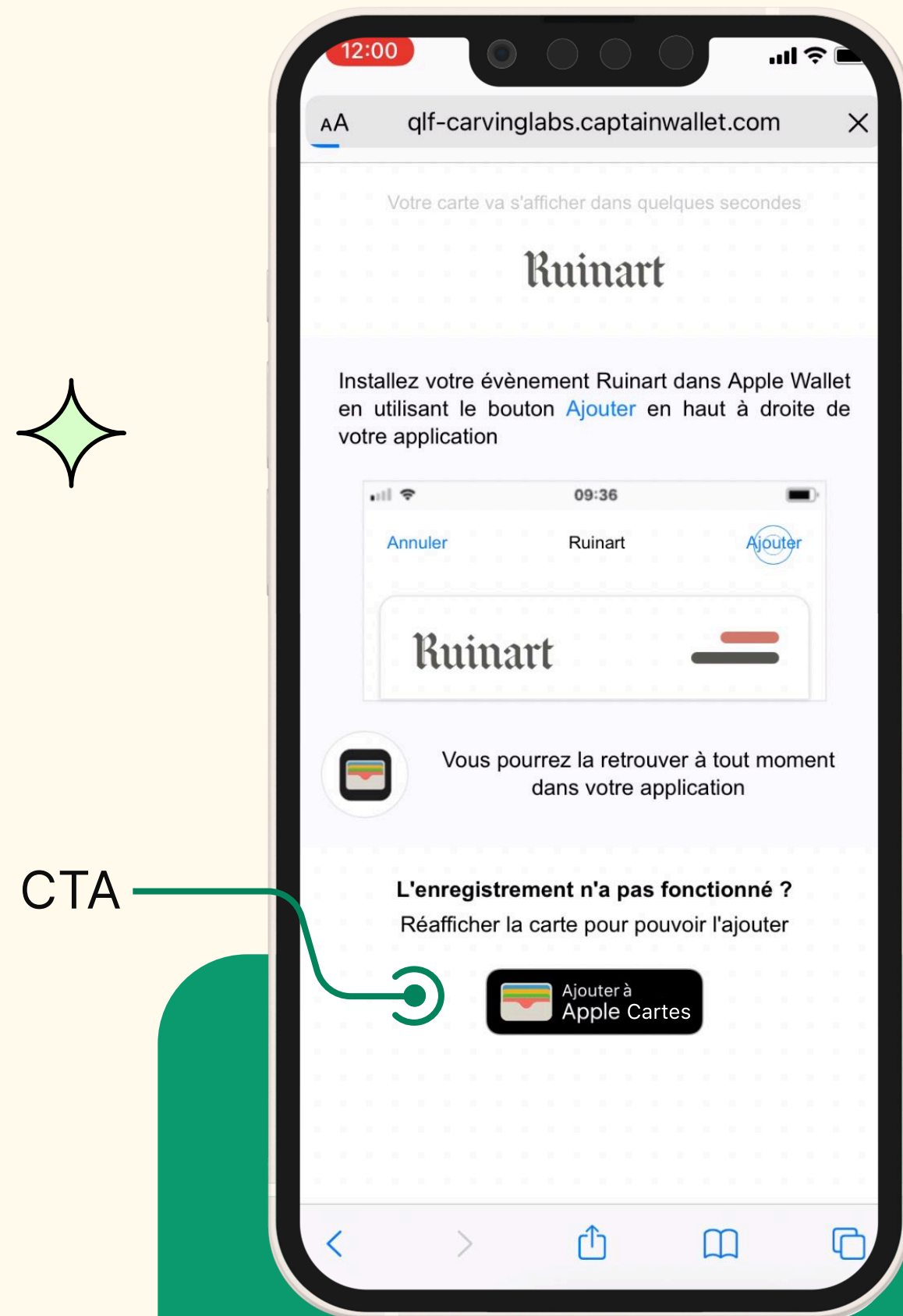
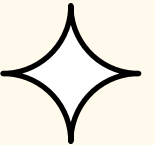
LA PLUS ANCIENNE MAISON
DE CHAMPAGNE



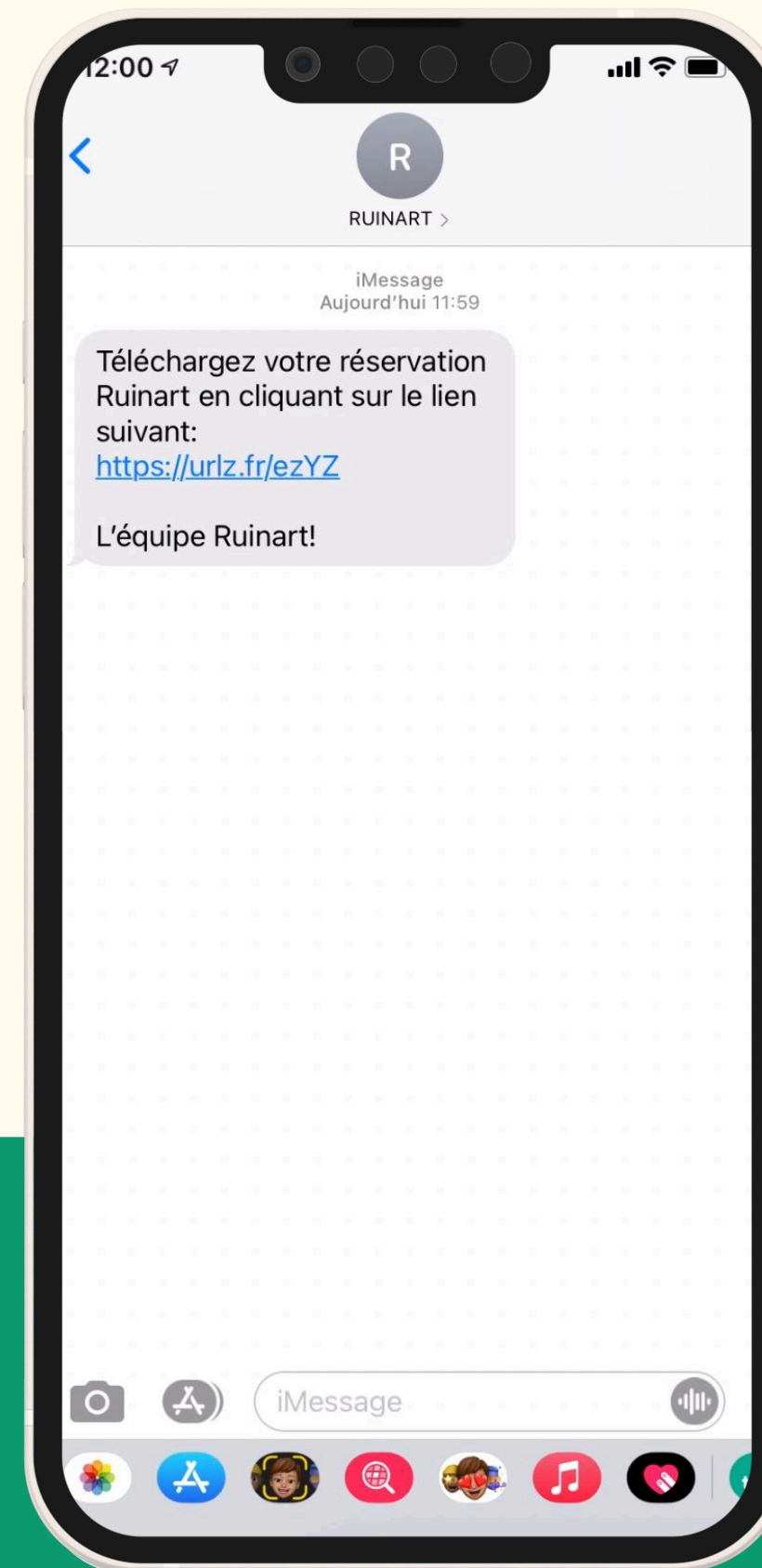
How the brand
digitizes access to its
events and re-engages
its customers

Step 1 : Add

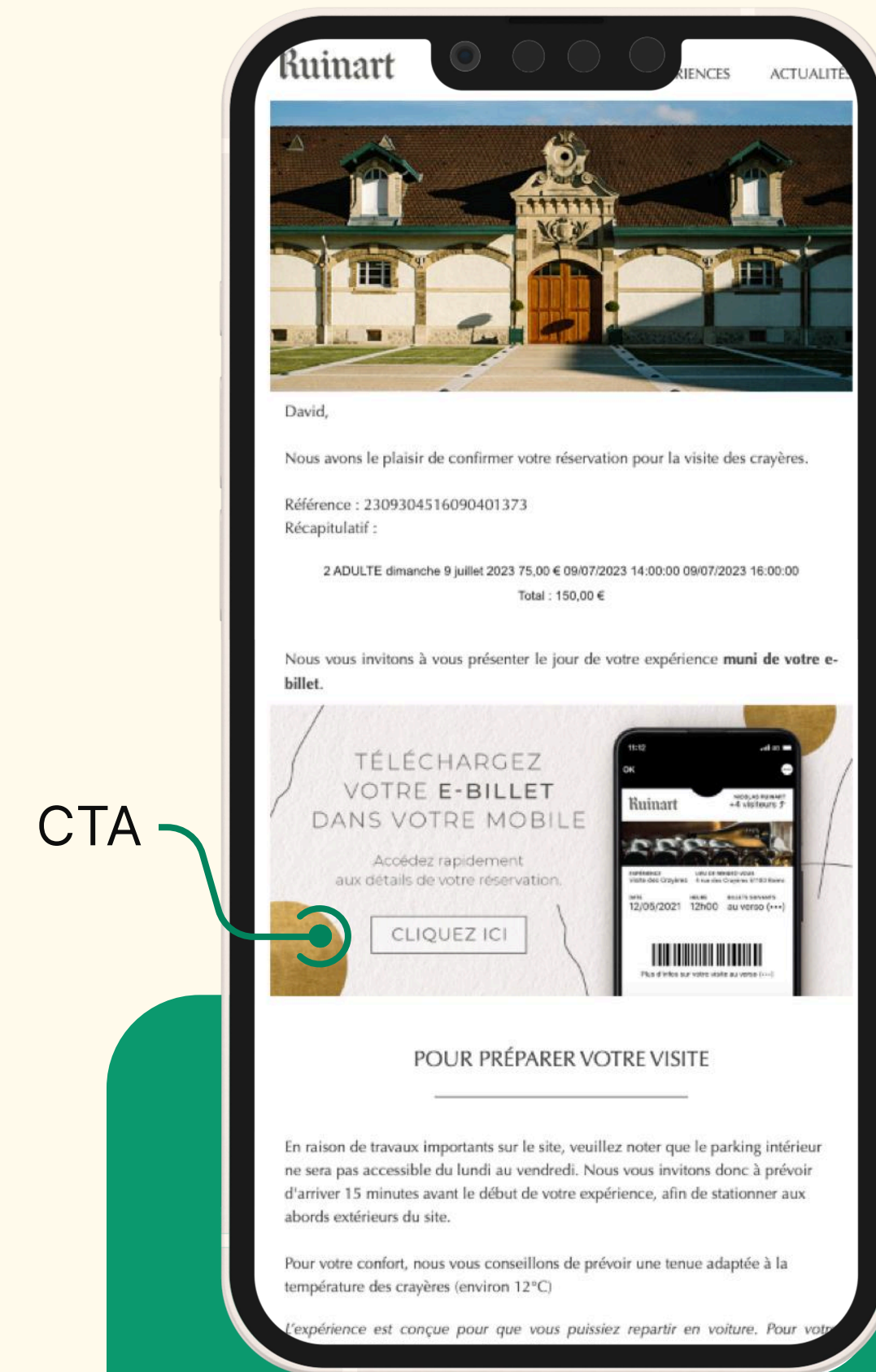
Offering the option to save the e-ticket to the mobile wallet



From a landing page



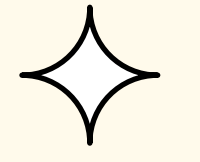
From the confirmation SMS



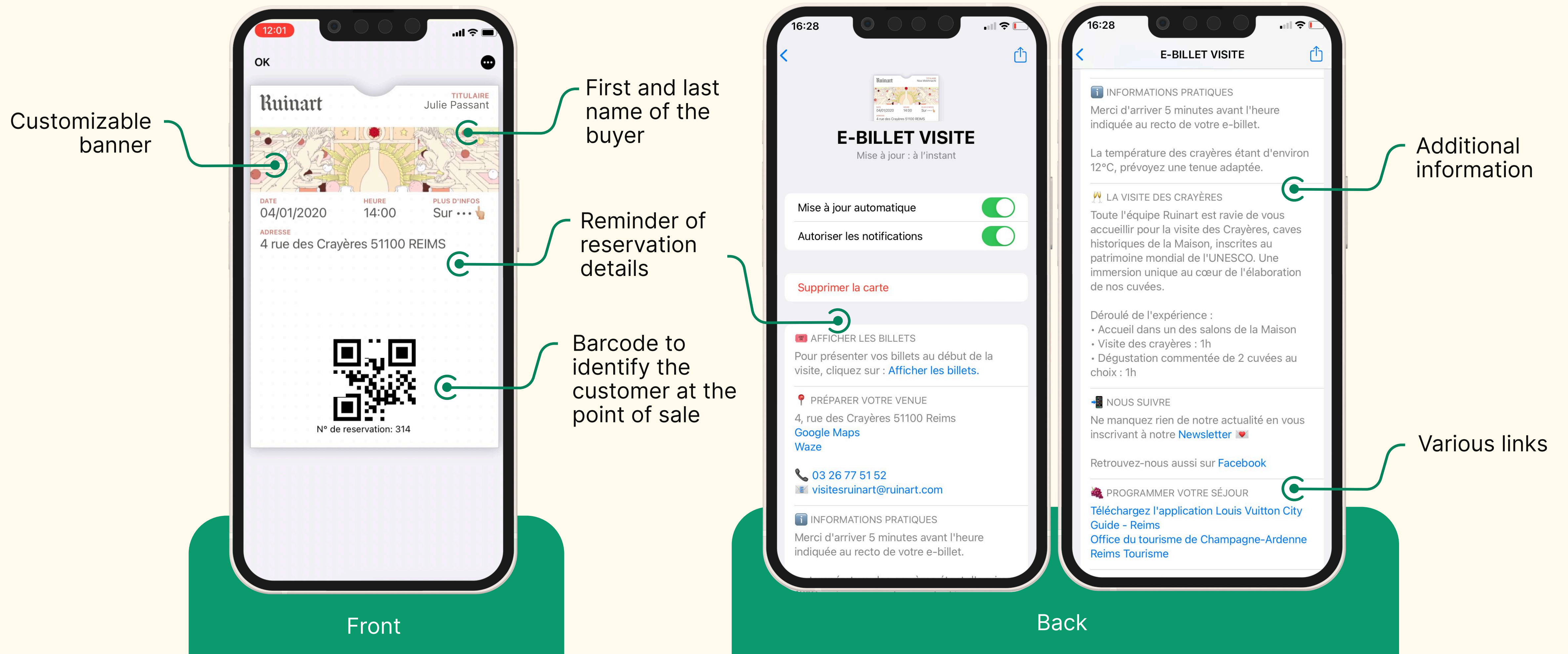
From the confirmation email

Step 2 : Access

The e-ticket is now added to the mobile wallet



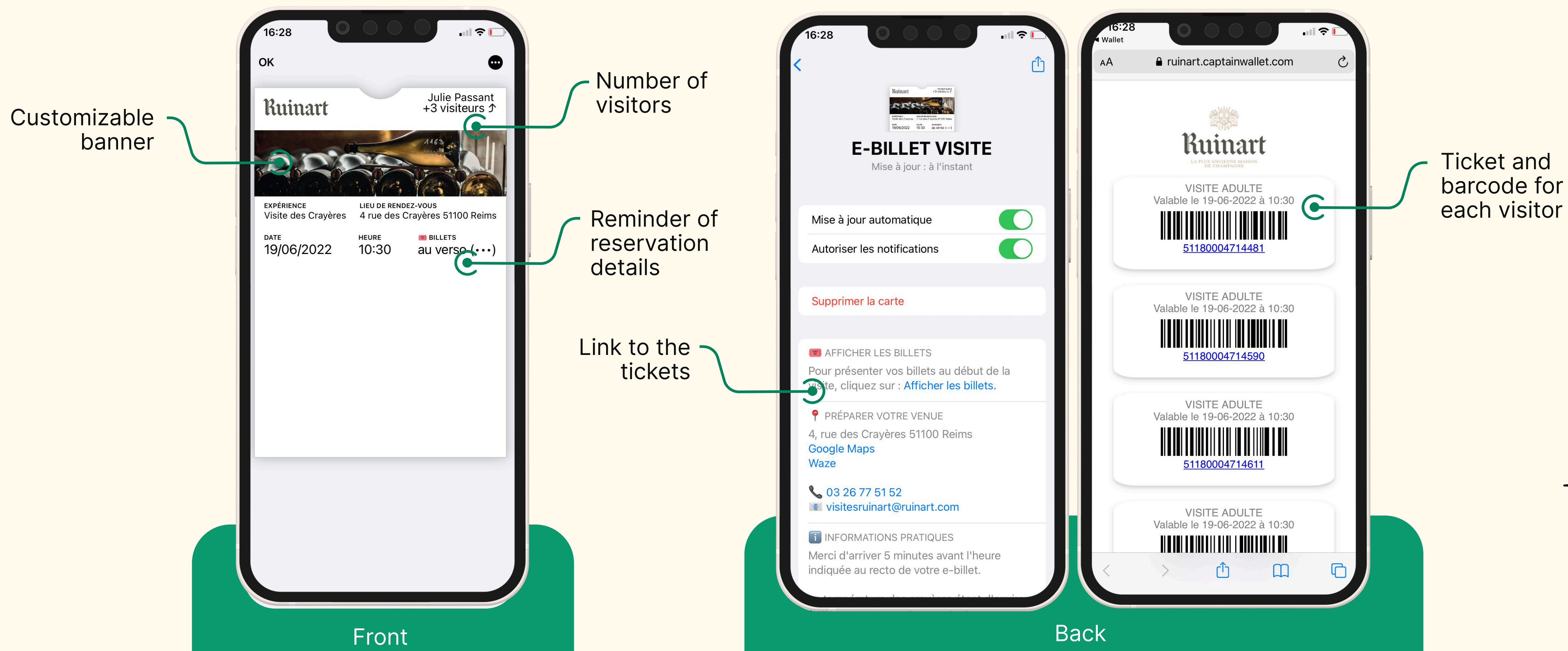
A complete summary of the event reservation, accessible in 2 clicks.



Step 2 : Access

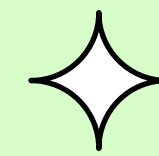
The e-ticket is now added to the mobile wallet

Specific case when a ticket includes multiple visitors.



Step 3 : Notify

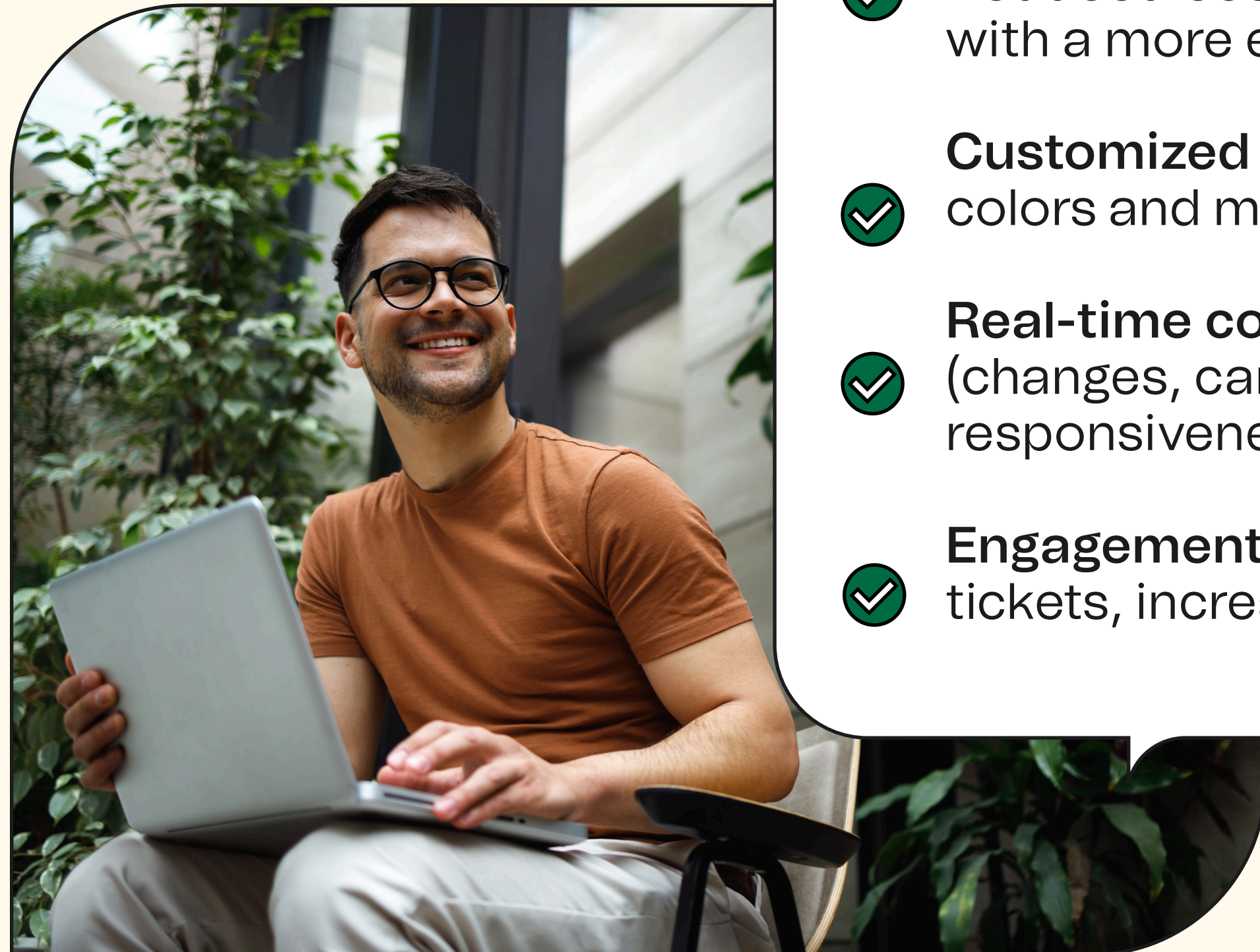
Engage your customers with the mobile wallet: an interactive, relationship-based channel



Booking reminder
D-1 reservation

Advantages of dematerializing your ticket in your mobile wallet

For your sign



- ✓ **Reduced costs and ecological footprint** : Lower printing and logistics costs, with a more environmentally-friendly digital solution.
- ✓ **Customized branding** : Tickets can be personalized with your brand's logos, colors and messages, reinforcing your image.
- ✓ **Real-time communication** : Ability to send instant updates to customers (changes, cancellations) via push notifications, improving your responsiveness.
- ✓ **Engagement and loyalty** : Special offers and gamification integrated into tickets, increasing customer engagement and loyalty.

Advantages of dematerializing your ticket in your mobile wallet

For your clients

- ✓ **Easy access** : Tickets are just a click away in the wallet (even without an Internet connection), with no need to dig through e-mails or carry paper tickets.
- ✓ **Enhanced security** : Biometrically protected tickets that are impossible to lose, for total peace of mind.
- ✓ **Fast, contactless entry** : fast, simplified scanning for a smoother, no-wait entry experience.
- ✓ **Real-time updates** : Instant notification of changes, for better organization and to avoid oversights.
- ✓ **Personalized customer experience** : Access to special offers, exclusive content and customized information directly in the ticket.
- ✓ **Respect for new digital expectations** : zero-touch, eco-friendly solutions that meet modern expectations of practicality and sustainability.



Brevo



More connections, more conversions

Choose the mobile wallet to stay close to your customers and boost their engagement.

[Contact us](#)