



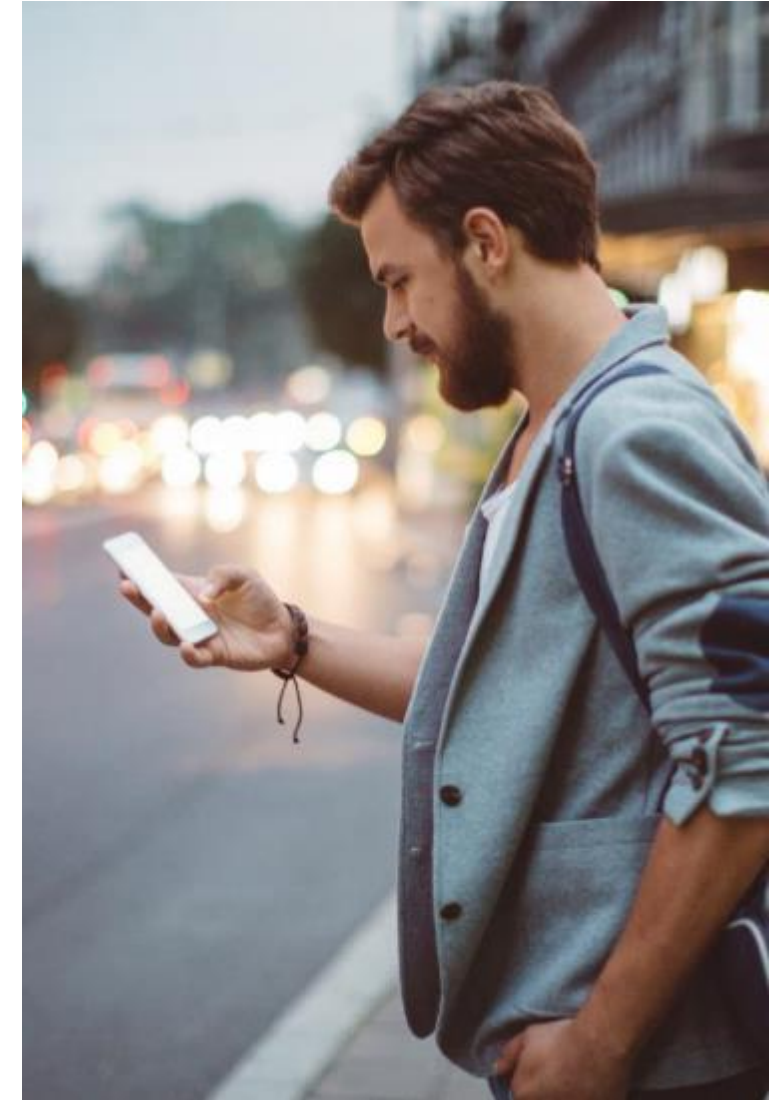
paytm insider

An Experience Finder & Enabler

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About Paytm Insider

Ticketing , Events , Sports

Paytm Insider is a experience finder and enabler of fun, with tickets to everything from the latest in live sports events, to music festivals and concerts, standup comedy and open mic shows, food and shopping festivals, theatre, workshops and then some.

Vision

Enabling shared experiences including creativity, art , thrill , adventure using technology for users across age groups



Founded in 2008 , Mumbai

Key Events Acquisition by Paytm in 2017



Core Business

Selling tickets for events such as sports , meetups , Online/Offline courses, partnerships, exhibitions , concerts etc.



Market Share Less than 15%

Market Leader Bookmyshow ~80%



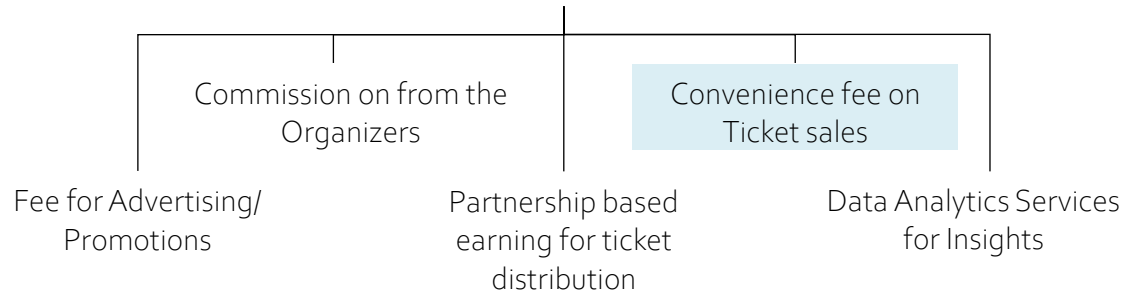
Competitors

Bookmyshow, Skillbox, BookMyEvent, Eventsnow , Justtickets



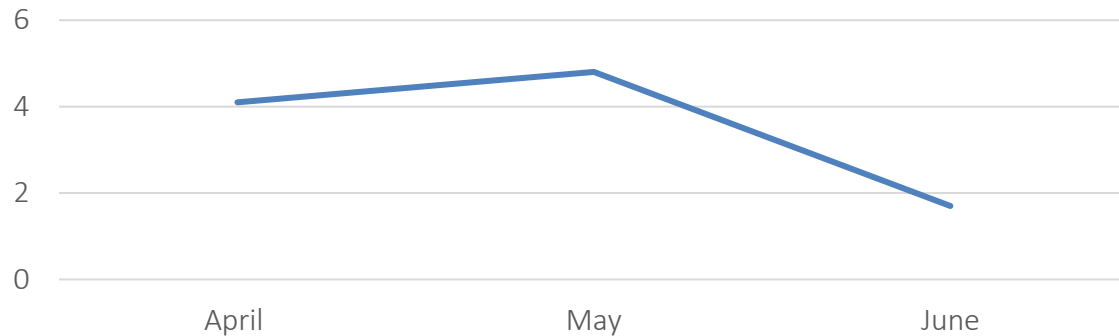
Current State

Revenue Streams



Convenience Fee is the Largest Revenue generator

Mobile and Web Visits (Millions)



Statistics and Comparison

- One of the Key offerings of Insider.in is the convenience it offers to the customers in booking their favorite events just with a few taps. Subsequently Convenience Fee charged on the bookings made is the largest revenue contributor.

- The graph represents the number of visits both on Web and Mobile combined over the last three months. There has been a 64.99% drop in the number of visits in June when compared to May.



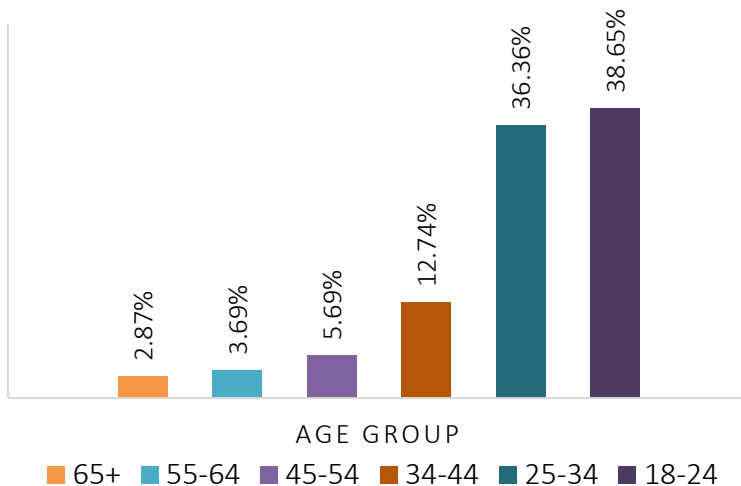


Total Visitors in June	Bounce Rate for Web and Mobile	Pages Per Visit	Average Time spent per Visit
1.7 Mn	63.24%	3.33	1:39 Mins
69.5Mn	50.19	4.44	5:03 Mins

Key Inferences

- Apart from the drastic drop in the number of visitors on the service provider
 - The bounce rate is high with ~64 % of the visitors dropping from the first page itself .
 - The Average time spent per visit is also low at 1:39 Mins
 - These numbers in comparison to the Market Leader Bookmyshow are fairly low given the number of visitors on Bookmyshow is ~ 40 times that of Paytm insider

Utilization by Age



Utilization by Gender



- The Age group from 18-34 is the highest users of the application .

Key Inferences

Key Inferences –

- Low Customer Interaction on the Webpage / Application given the high bounce rate.
- Decrease in total visitors
- Competitor Visitors ~ 40 times the total visitors on Insider
- 18-34 Age group highest Active segment



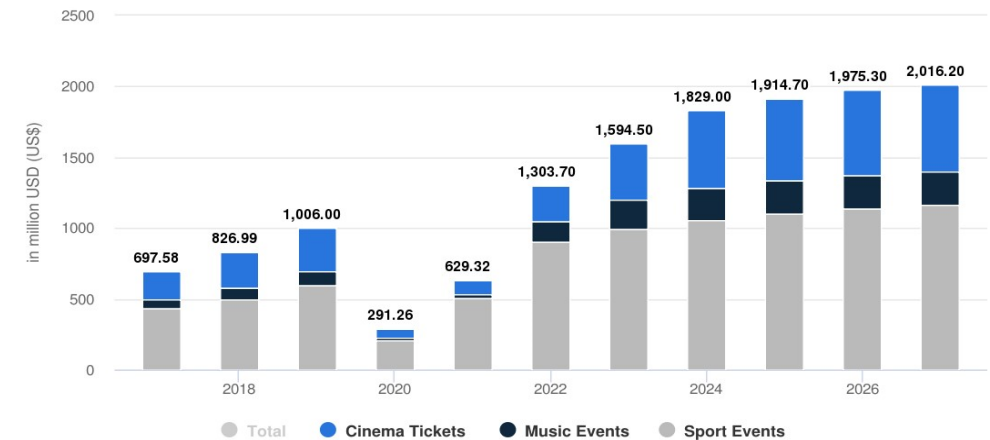
Market Insights

Market Trends

- Revenue in the Event Tickets market is projected to reach US\$1,594.00m in 2023.
- Expected annual growth rate (CAGR 2023-2027) of 6.06%.
- The Sport Events market has a projected market volume of US\$988.70m in 2023.
- The average revenue per user (ARPU) in the Event Tickets market is projected to amount to US\$20.89 in 2023.

Event Tickets - Revenue

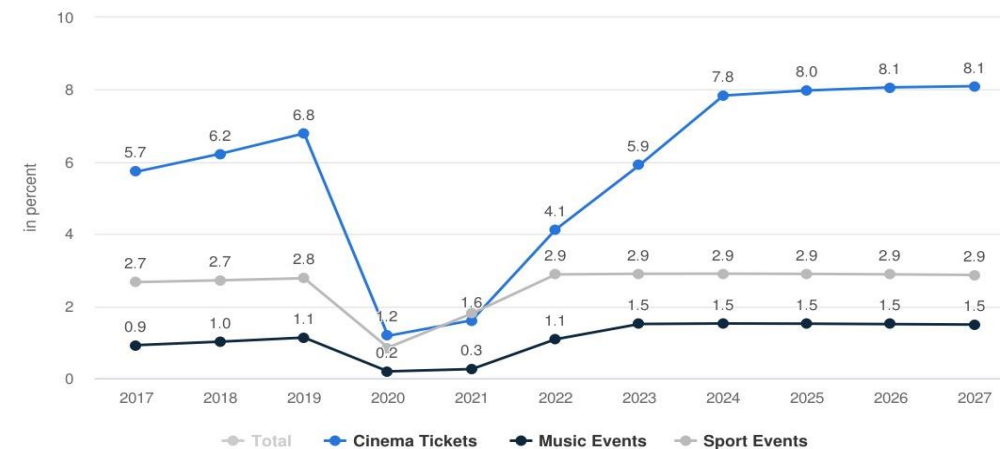
India (million USD (US\$))



Contribution by Revenue – Sports > Cinema > Music

Event Tickets - Penetration Rate by Segment

India (percent)



Penetration by Event Type – Cinema > Sports > Music



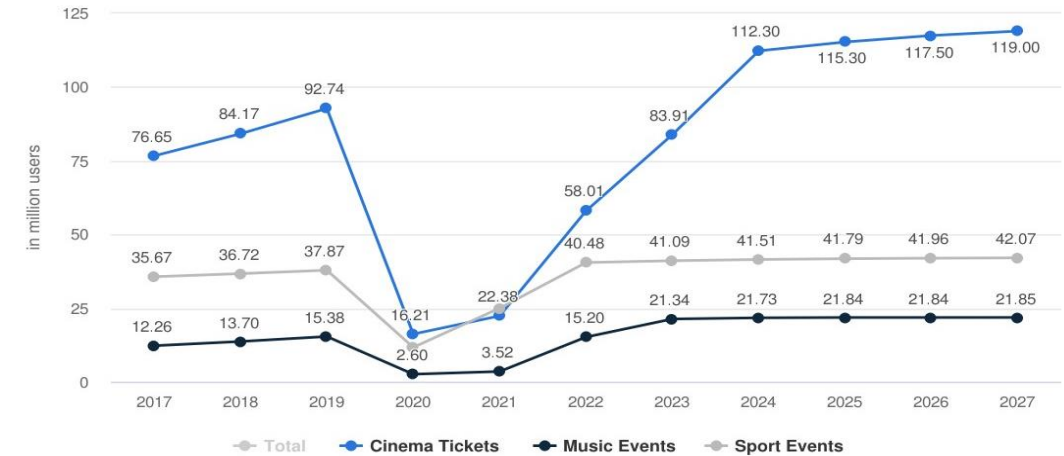
Market Insights

Useful Inferences

- Penetration in Movie ticketing is Highest and has the highest active users
- Largest user group is 25 -44 Years
- Market is expected to **grow** with Highest revenue generation from Sporting Events in the future.
- Average Revenue per user is approximated at 1600 Rupees per Year

Event Tickets - Users by Segment

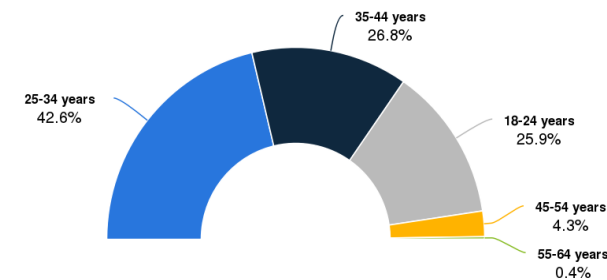
India (million users)



No. of Users by Event Type – Cinema > Sports > Music

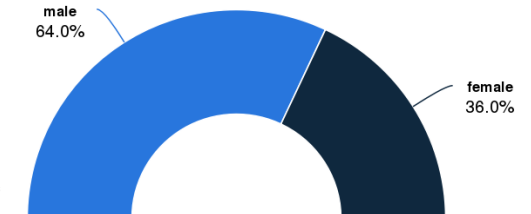
Event Tickets - Users by Age

India (percent)



Event Tickets - Users by Gender

India (percent)



Largest User Group 25-34 Years



Understanding from Customer Interviews

Customer Interviews have surfaced the following Points –

- The frequency of outings for watching movies is 2 times higher than for other events.
- Main motivation for using the application is to find events to rejuvenate /refresh from the week.
- UI of the application in general was found to be more complicated than main competitors such as Bokmyshow.
- Workshop and classes was more emphasised than events and in general portals such as Udemy were preferred for courses.

The Mobile Application for Insider has a customer rating of 3.9 Stars. The reviews largely mention of the worsening User experience.

Problems Identified -

Problem Statement

- Stagnation in the month-on-month revenue growth
- To Identify new value streams for generating revenue.

Overall Problems Identified as per data and customer Interviews –

- Total Customer visits is less/reduced as the feature with the highest penetration/regular purchase is not a part of the offering which is Movie tickets.
- The bounce rate is high with a complicated UI and the customer quickly jumps to the other applications than browsing further or interacting/buying with the Application/ Webpage.



Proposed Solution

Solution 1

Introducing a new Offering in terms of movies and Simplified UI

Movies and related shows are the most frequently bought and attended event by the customer. The penetration of movie ticket purchase is much higher in comparison to the other events.

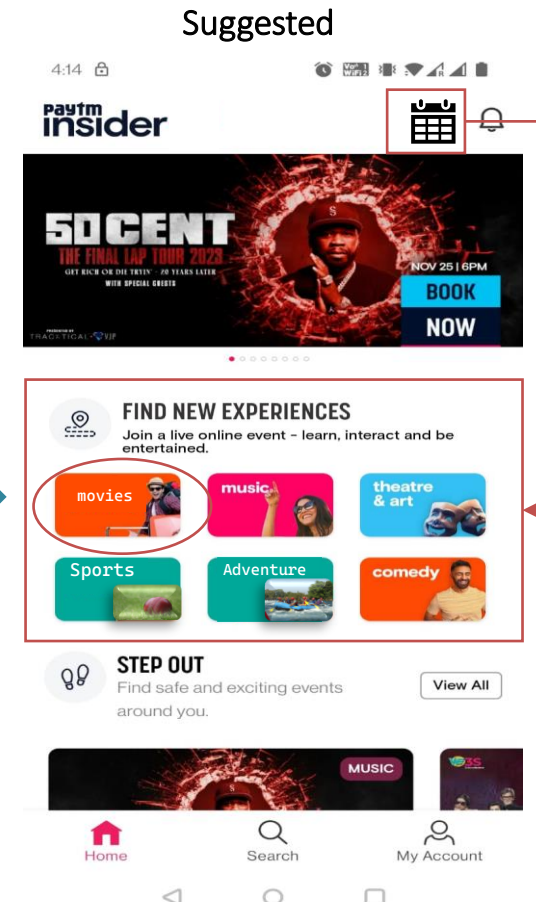
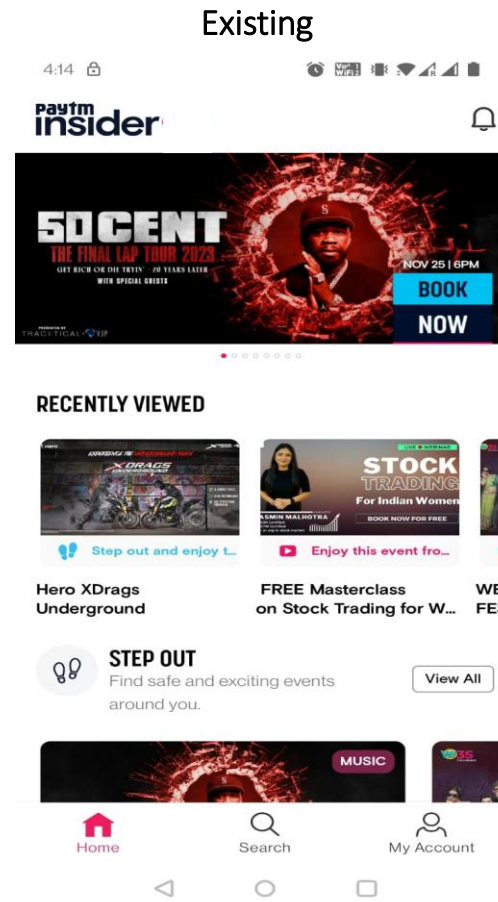
In order to have regular customer visits at the same time increased interaction in terms of purchase, Movie tickets will set the foundation for the same. Promoting existing events to these customers will help increase interactions with the existing events and offerings.

Paytm already has a movie ticket booking feature but that remains separate from the Insider Application.

Why this works –

By Plugging in the existing movie ticket feature on Insider -

- The number of downloads will significantly increase and so will the total customers visits and In-App interactions.
- Customers who are not using Paytm will be able to access the movies feature from Insider.in.
- The number of returning customers to the application who make a regular purchase will increase.



Introduce a Menu upfront with the most booked event categories – Movies, Music, Sports, comedy etc. This will not only introduce the new feature but also highlight the other offerings on the App.

Simplified UI

Simplified UI will enable increased user interaction and faster browsing of the application. This will lead to increased chances of purchase in the application and increased user retention.

The UI to concentrate more on the major selling events upfront and have broader category classification for better understanding. Features like events this week and nearby events to be placed in a more prominent position.

Proposed Solution

Solution 2

Introducing a Review and featured review section

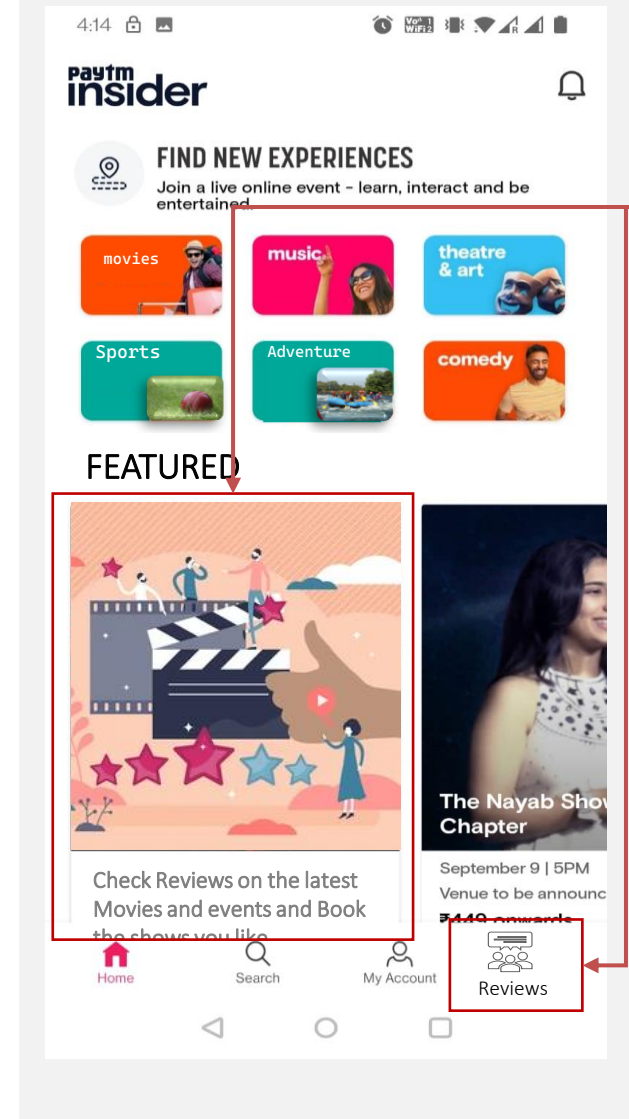
The feature is meant to increase interaction with the Application so that the bounce rate reduces and more people explore and interact with the offerings. The uniqueness of the feature makes it more interesting as none of the competitors are offering a review section for the events and artists .

Details –

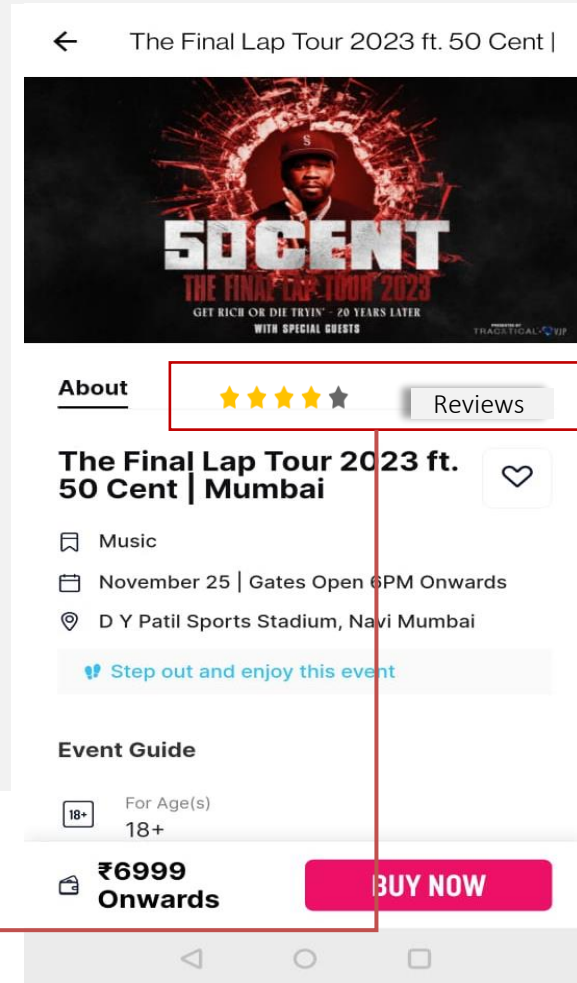
With this feature users and ticket buyers will be able to share images , reviews , videos for a event, provide star rating for artist , courses , workshop, movies , events etc. This will help the users make better choices and since it being unique to Insider , people will have to turn to insider for details on customer reviews in case the event is hosted on multiple platforms giving insider the edge.

Why this works -

- The interaction will increase with the application .
- People will be able to make a better choice on the events they attend with the help of customer reviews and hence prefer insider.
- Possibility of a purchase will increase with the reduction in the bounce rate and exploring more than one page.



The Review feature will showcase the latest events , movies with their reviews and star rating from the viewers and attendees.



The Star rating and Reviews button on the event page will help the customer choose the right events to buy and there will be a higher chance of repeat purchase.

Prioritization of Solutions

	Introducing movies as new Offering and Simplified UI 	Score	Introducing Reviews and featured review section	Score
Reach	High (High Demand and highest penetration)	5	Medium (Used by informed customers)	3
Impact	High (Most booked event across categories)	5	High (Unique feature in the segment)	4
Confidence	Medium (Known through competitor trends user reviews)	3	Medium (No direct examples ,except rating on streaming portals)	3
Effort	Medium (Existing platform needs to be linked)	3	High (Needs to be designed and built)	2
Final Score	4		3	

*The Solutions were rated on a scale of 0-5



Go To Market Strategy



Market Research

- Research to be done on all features proposed.
- Identify risks and strategize to overcome any risks identified.
- Workout a cost to benefit ratio and also understand the long term impact of the proposed features.
- Formulate a execution plan/ Strategy.



Design & Development

- Create a prioritized Backlog based on the importance.
- Work with the Design team to ensure improved customer experience with an improved UI.
- Develop features.
- Test them internally.
- Fix Bugs.
- Ready the feature for a soft launch



Soft Launch and Optimization

- Launch features based on priority and promote feature to the early adopters.
- Collect Feedback from users based on the statistics.
- Evaluate various Metrics to improve the feature and ready for final release.





Launch & Promotion

- Post testing the features and enhancing product based on feedback.
- Release the final version of the product.
- Formulate a plan for the promotion and advertising of the new offerings and features .



Success Matrices

Monthly Revenue from event /ticket sale = Total Users making a purchase* Average ticket size per user making a purchase

Key Success Matric -  10% Quarterly increase in the number of users making a purchase
 5% Quarterly increase in the Average ticket size per user making a purchase

Growth & Activation Matrices

Matrices to be tracked regularly -

- Total active users daily.
- Total Repeat visitors weekly.
- Total New users daily.
- Total users from new geographies.
- Total users making a Purchase on the App/Portal .
- Frequency of Purchase per user.
- Average Ticket Size per user making a purchase

Feature Specific Matrices

Matrices to be tracked regularly -

- Total user visits on Movies page through Insider
- Total visits on the review feature
- Conversion rate of customers accessing review tab vs customers not accessing reviews feature.

Engagement Matrices

Matrices to be tracked regularly -

- Total Users making a purchase
- Bounce rate
- Page visits per session
- Total time per session
- Reviews given per active user

Happiness Matrices

Matrices to be tracked weekly -

- Play store rating for the application





Thank You