



Datamam

Building a World Inspired by Data

A Case Study:

Custom Solution for Ticket Data Scraping

September 2021

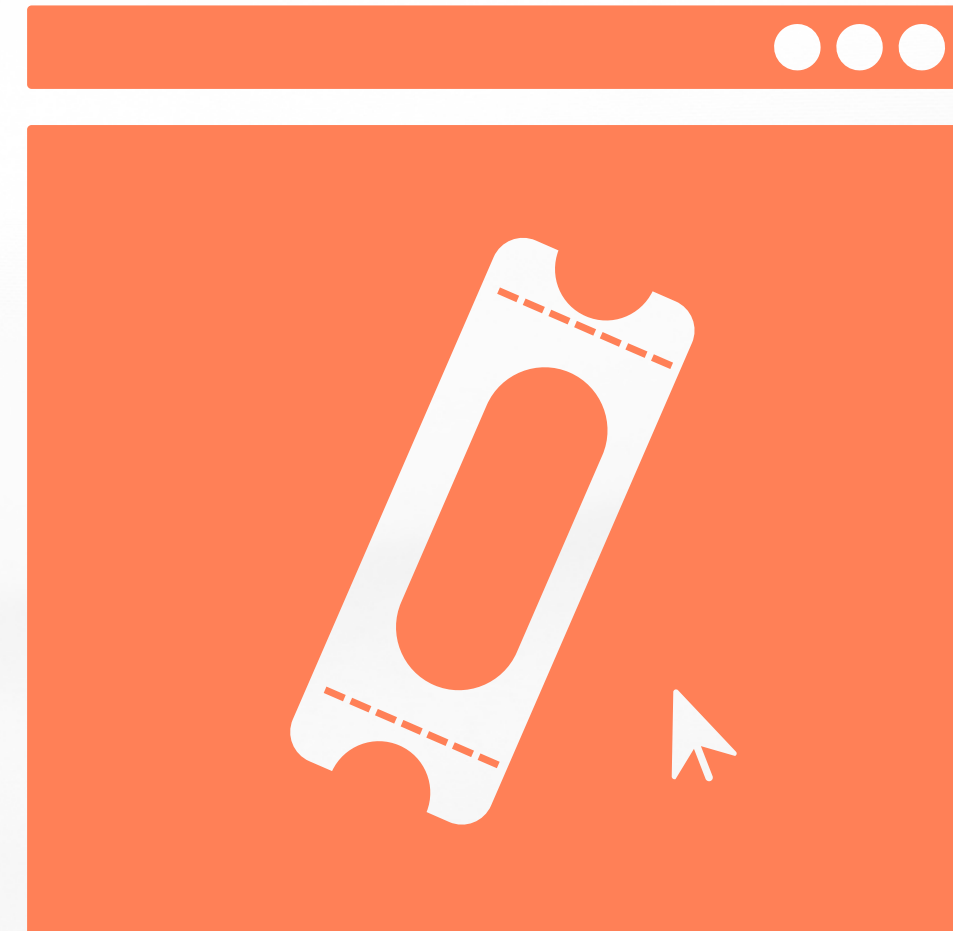
Overview

A leading ticketing corporation approached us to tackle their complex data challenges related to event and ticket listings.

Their goal was to seamlessly scrape, match, and validate data across various ticketing platforms and marketplaces to ensure their customers receive competitive ticket prices and availabilities.

Datamam's solution was a meticulously engineered system, designed to acquire, normalize, and deliver data on up to **250,000 events** and **30 mil ticket listings** daily.

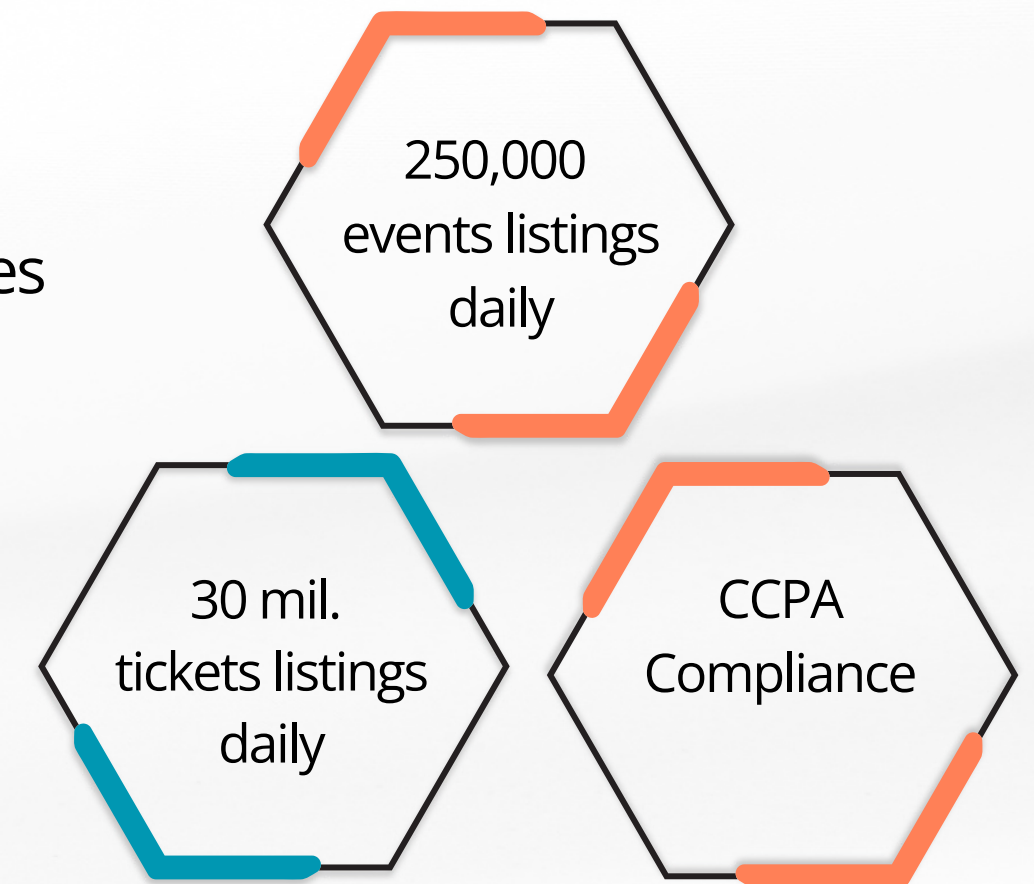
This groundbreaking approach bolstered the client's operational efficiency by up to **46%** and led to an estimated **6.2%** increase in their revenue, underscoring the transformative power of advanced data matching and automation.



Challenges

During the project, our team faced several challenges:

- Advanced Anti-Bot Measures: Overcoming advanced anti-bot measures
- Data Accessibility and Complexity: Managing scattered and complex data structures
- Data Inconsistency: Harmonizing inconsistent event details across platforms
- Locations Validation: Addressing the variability and diversity in event locations
- Dynamic Data Structures: Adapting to dynamic data structure changes
- Legal and Compliance Issues: Compliance with US data privacy laws

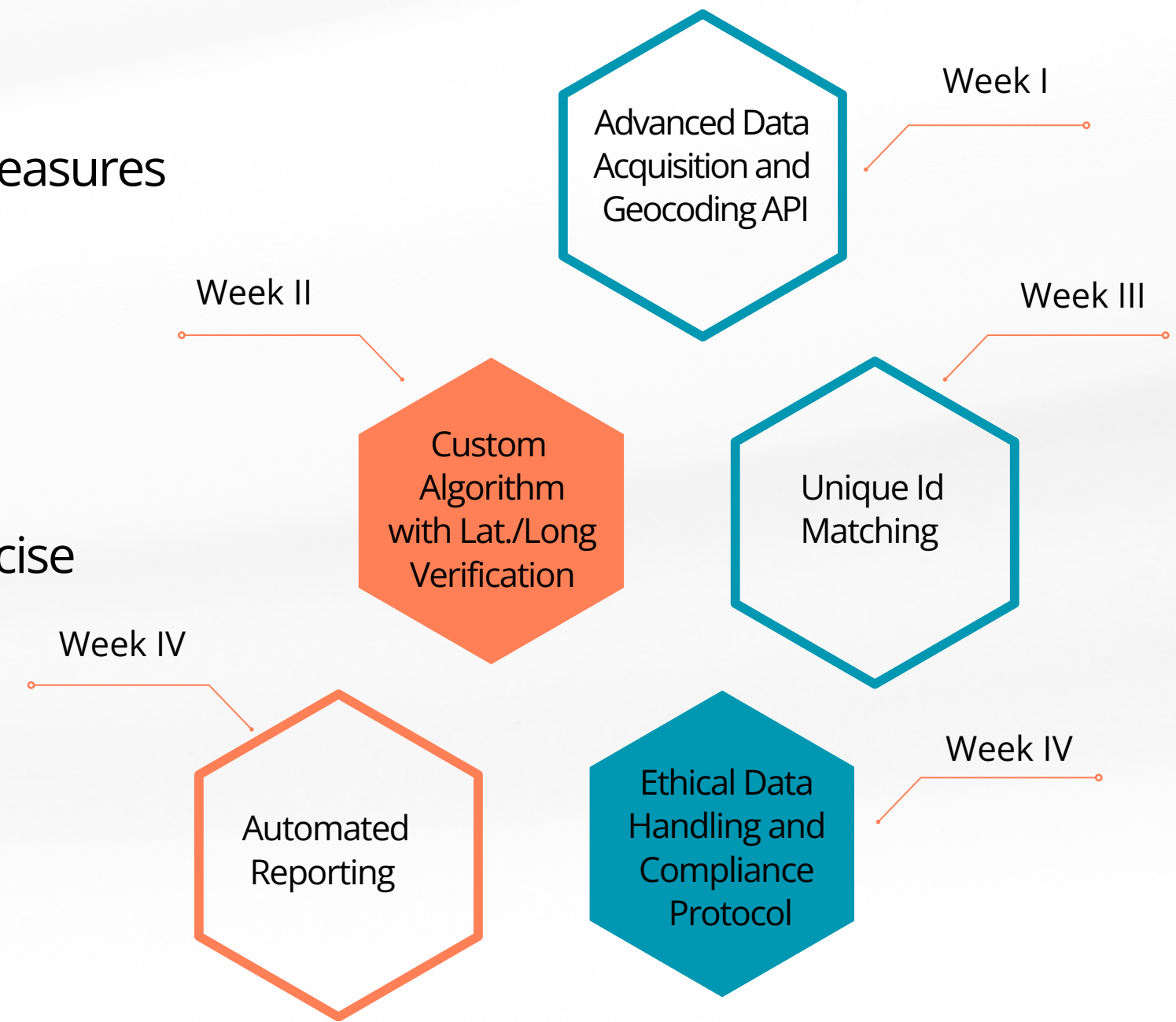


Solution

Datamam's custom solution addressed these challenges through:

- Advanced Data Acquisition: System to ethically bypass anti-bot measures
- Custom Algorithm: Algorithm Addressing Detailed Variations
- Geocoding API: Solution for address normalization
- Leveraging Coordinates: Leveraging Lat/Long coordinates for precise event location matching
- Reporting and Alerting System: System to monitor data changes
- Compliance Protocol: Established for data privacy

Timeline



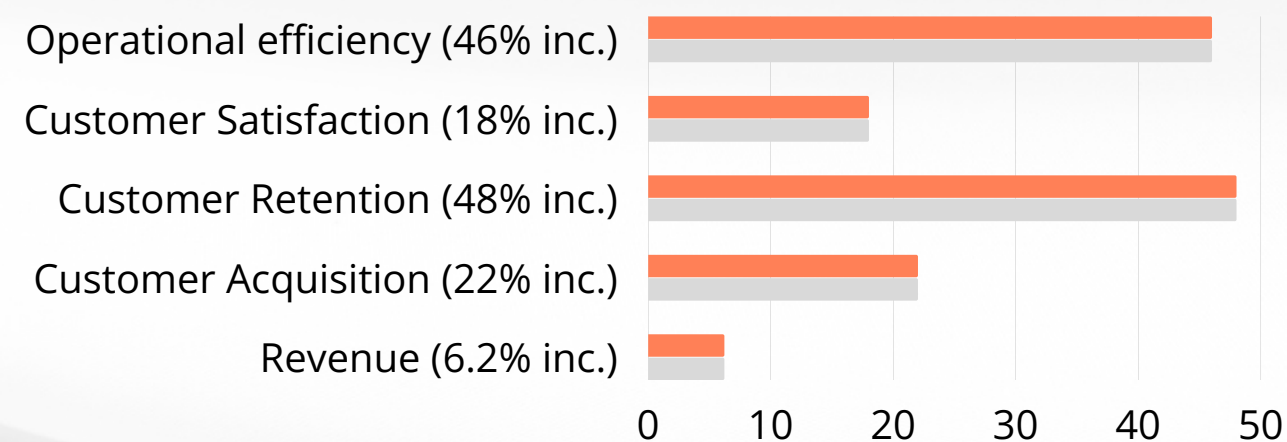
Impact

Operational efficiency surged by approximately **46%** minimizing manual interventions and errors.

An agile response to market changes led to a remarkable up to **18%** uptick in customer satisfaction.

The company's bolstered credibility resulted in around a **48%** increase in customer retention and a notable **22%** rise in new customer acquisition.

The tailored data insights directly contributed to a **6.2%** bump in revenue.



Key Takeaways

The case underscores the importance of:

- Scalability and Performance: Our systems adapt seamlessly to growing data needs
- Innovative Data Handling: By using custom algorithms, we achieved **98.5%** data-matching accuracy rate
- Reliable Data Delivery: Prioritized data integrity and consistency for informed decision-making
- Ethical Data Acquisition and Legal Compliance: Respected anti-bot measures and prioritized legal compliance

Contact



+1 650 405 0504



info@datamam.com



datamam.com



Menlo Park, CA 94025, USA

Thank You For Your Attention

