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Is stubhub safe to sell tickets

The next time madness erupts over harry styles cards that are sold out, hectic New York teens will have a new option: the StubHub store. The eBay-owned online marketplace for secondary tickets to concerts, Broadway shows, and sporting events opens its flagship retail store today, just a few blocks south of Times Square. The space, with its bright colours and attention-grab branding, will serve as a place for customers to buy and sell tickets, and even look for entertainment recommendations on touchscreen kiosks. He will also prepare office space for StubHub's handful of employees in New York, as well as a small downstairs banquet room where artists and athletes will perform as guests. I'm trying to get some writing in this café, but Bot keeps trying to sell me front-row tickets to see Rod Stewart and Cyndi Lauper. I can't really complain, because I brought it on myself. I chose this persuasion exchange as soon as I opened the Facebook Messenger plugin for StubHub, one of a handful of chat-based and social-based combinations recently launched by the vast secondary card marketplace owned by eBay. And if StubHub's executives are right about the bets they make, so an increasing number of us will buy tickets to concerts and sporting events in the future. As a new platform - just like we should have adopted mobile apps 10 years ago - it's a place where our users spend a lot of time, says Gary Kanazawa, who leads StubHub Labs. And we know they're very engaged people. E-commerce companies see such call user interfaces as the next stockbroke in the sale. That's a big part of why Amazon rolled the dice on an artificially intelligent, voice-controlled speaker, an intriguing gamble that once paid off greatly for the company. For all the neat tricks Alexa can show your friends, the Echo is really just waiting for this moment when you remember what you want to add to your Amazon shopping list. Meanwhile, Alexa's learning a lot about you. With exactly these motives at the top StubHub began pouring more money into things like chatbots, natural language processing, and other artificial intelligence technology. The company sees the technology as costly beyond simple ticket deals. A new combination of Facebook Messenger adds to a small arsenal of sales robots. StubHub also includes an iMessage app, Skype chatbot and voice combinations with Alexa and Cortana. The company is using these initial public offerings, built on Microsoft's bot frame, to fine-tune its AI technology for future use cases like messaging apps and other voice platforms, Kanazawa says. In terms of our vision for the future, it's not just chatbots. This is NLP [Natural Language Processing] and AI. It's a critical part of the IP we're building. Related: The assault against Ticketmaster bots solves her most upsetting problem? In facebook messenger, the premise is simple. Can you ask StubHub's bot things like what's going on in New York this weekend? Or show me tickets to events tonight under \$200 and it will return event records, complete with graphics. From there, the robot tries to guide the exchange with pre-selected responses, tapped as more events show either by asking yes or no questions, but you can always take over with freeform text and put its natural language processing technology to the test (spoiler: the bugs are still very much being ventilated). Once you tap an event you're interested in, Messenger will load stubHub's mobile website, where you can buy tickets. Its latest combination of iMessage offers similar functionality, but with a creative twist: you can share an event with friends, choose several different card options, and let everyone vote for their preferred choice. It's still early, and these new Serpsers aren't being marketed aggressively by the company, but they're already yielding results. Between Facebook Messenger and Skype, StubHub's robots saw 90,000 people start calls and exchange more than 320,000 messages in total. StubHub has not disclosed how many cards or dollars have gone through its chat-based interfaces, but a spokeswoman said the company is encouraged by early sales trends, even if they remain fairly low compared to the company's other platforms. Tickets sold via chat have a higher average value per ticket than those sold elsewhere, StubHub said. The company doesn't expect chatbots and voice interfaces to replace its apps and website, at least not anytime soon. Instead, it's another channel that works together with everyone else. If tickets to a given show aren't available on its website, aspiring attendees can be notified via Facebook Messenger if tickets appear later, for example. When bots integrate into the future of buying if any, bots can disrupt the email; Early results show that more StubHub customers prefer these Facebook Messenger messages over email. And as you can imagine, once these messages are sent, people are more likely to engage with them, and in some cases, they end up buying tickets. It makes sense: Our inboxes are awash with all sorts of junk, while a push notification from Facebook Messenger may more than get our attention when it lights up our phones' lock screens. He also has a more personal feel, almost like a friend beating us to let us know they've finally found tickets to see Rod Stewart and Cyndi Lauper. This social feeling is an integral part of StubHub's strategy. After all, as Kenazawa is quick to point out, what society does is social in nature, as its ultimate goal is to achieve From their sofas and to concert halls and stadiums. Like many companies that engage in chatbot technology, StubHub is eager to design an experience that feels more personal than an app - and hopefully without crossing into territory that comes out scary or intrusive. Indeed, as more marketers and retailers flock to our most intimate digital communications, it's hard to imagine things that didn't get weird or annoying pretty quickly. For now, StubHub is carefully toeing his toe in these waters and watching the results closely. Outside of StubHub, there's already evidence that talking could be an effective way to sell entertainment to people. ReplyYes, a start-up specializing in text-to-buy e-commerce, runs a virtual record store called The Edit that uses chat to recommend and sell vinyl records to people. In its first eight months, it estimated it had sold \$1 million in music through its semi-autonomous chat interface. Meanwhile, Facebook is encouraging other companies to jump on the chatbot bandit. On Thursday, the company announced that it was adding additional support to e-commerce bots on its Messenger platform. According to a blog post, the addition of natural language processing capabilities will help brands scale their online chat efforts more easily. We learn from our users for companies like StubHub, the value of the conversational user interface extends beyond any dollar data it may eventually yield; Like Alexa, her robots are going to learn a lot. For years, e-commerce businesses have been looking for more and more sophisticated analytics to try and figure out who their customers are, what they want, what they don't like and what drives them. Chatbot interfaces promise to tear down the walls of apps and websites and go directly into their desires, frustrations and anything else that might be in their minds. All this is sowing back into society, not only teaching its technology to be smarter, but also better informing its people. It's the heart of the IP we build: what we learn from our users, says Kanazawa. And unlike websites and apps, this process is smooth and natural in a one-on-one conversation. There is no multi-user deck quiz required through a chatbot. We're starting to learn about our customers at their own pace, not the rate we're assigned to them. And when all the data trickles in and makes the system smarter, StubHub - and any other company that bets on chatbots and artificial intelligence - can only hope that all predictions about chat's place in the future of trading will continue to intensify. Maybe this is becoming the new starting place, the new homepage, Kanazawa says. We want to be early and get to the position there. StubHub is a secure online marketplace for buying and selling tickets for concerts, sporting events and other entertainment productions. People from Worldwide buy and sell tickets at StubHub, greatly increase the pool of potential buyers for your tickets. StubHub provides FanProtect guarantee and backs any confirmed booking. Here's what you need to know about ticket sales on the site. Here are answers to some common questions you might have about selling tickets on StubHub. You have control over the price you set for your ticket sales, although StubHub provides a suggested range, depending on the price other people pay for tickets similar to your event. You have the power to edit this price every step before the sale. Ticket sales are legal, but individual countries have laws against ticket sales on an events website. Each country also imposes limits on how above face value tickets can be sold. Before you sell tickets on StubHub, you must accept StubHub's user agreement and agree to comply with local regulations. Your StubHub ticket registration is free of charge, but the website charges a fee for the ticket price after the sale. The fee, according to StubHub, varies and fluctuates based on marketing costs for a specific event, and costs related to trust and safety to help sell your tickets quickly and safely. More specifically, StubHub reserves the right at its sole discretion to change fees at any time as it deems appropriate, including after you register your tickets. Later in this article, you'll learn how to see stubHub fees on your cards before you register them and sell them. Create a StubHub account if you don't have one yet. You need it to sell tickets. To create one, visit StubHub in the browser and select Sign in in the upper-right corner of the screen. If you don't have a StubHub account, create one by selecting Sign up at the bottom of the screen and directions. Find your event on StubHub. Choose Ticket Seller from the top menu on the left. You are immediately taken to the StubHub search page. Enter as much detail as you can about the event, including the event name, city, and date. StubHub offers suggestions from the matching event database in the drop-down menu. Include details about your tickets. After you enter the number of tickets you sell, StubHub provides a check box menu to select details about your tickets, including whether you want to sell the tickets together or separately. What kind of tickets do you sell? Depending on the event and how you purchased your tickets, the type of card you have affects your transfer method to the new owner. StubHub also asks you to fill in other information, including whether you currently have the cards, whether your cards are online, mobile, or PDF. You can also decide whether you want to transfer your tickets to StubHub now or later. Enter the location of your seats. StubHub includes a database of the largest Places, containing seating arrangements, and if there are any obstacles in the landscape. Set your price. StubHub gives you a suggested price to sell your tickets, based on the tickets that are usually sold normally and also based on the available inventory already on sale for your event. The price you set does not include StubHub fees. StubHub's proposed price is not blocked by stone. As the date of the event approaches, the proposed price is expected to rise as tickets sell out and become reddy. You're still free to change your listing price, so it's a good idea to keep checking it out so you can adjust your sale price as a necessity. To change the price, go to Tickets &t Listings and select the listing you want to edit. As part of StubHub's promise to buyers, you are required to enter a valid credit card before you can list the tickets on sale. You also have the option here to enter your preferred payment method. PayPal is an option, but you can also enter your own bank account information if you want StubHub to send direct payments to your bank. Check your registration. Before you click OK, StubHub shows you your ticket registration information, how much you charge, and how much you'll get less than StubHub's fees. If you need to edit any part of the listing, select the pencil icon next to that information and edit it. StubHub fees are hidden behind the small i. Click this icon to expand the commission breakdown. StubHub also shows you when this listing expires on the site. This date is also customizable. Click inside the date box to see a calendar pop-up to select a different date as the new expiration date. If you want to change something in the registry before it was published, select the back left arrow at the bottom of the page and make your changes. Once sold, StubHub sends you an email message, along with instructions on delivering your tickets to the buyer. Electronic cards that you upload to StubHub when you register are transferred immediately. StubHub processes your payment within 24 hours after the tickets are delivered. Direct deposit payments are issued within five days of delivery. For some high-profile events, StubHub will not process payments until after the event. Event.