

Ticketmaster & The Super Bowl

Who is Ticketmaster?

Ticketmaster efficiently connects millions of fans with desired live entertainment experiences through its advanced global ticketing platform.

The Challenge

Complexity: The Super Bowl has multiple days of events and ushers must be able to quickly identify the correct event ticket.

Sponsorship: The NFL and Ticketmaster must showcase Visa sponsorship on Wallet passes.

Entry section: There are different entry gates that fans must navigate to based on the section their seat is in.

App Engagement: The NFL has invested in custom fan experiences in the NFL One Pass App and in order to provide the richest fan experience they want to drive fans back to the app.



The solution

Ticketmaster partnered with Google Wallet to provide the richest fan experience during the Super Bowl. Ticketmaster used custom imagery and colors for the Super Bowl event tickets to avoid confusing Super Bowl game tickets for opening day event tickets. The Super Bowl hero image displayed Visa's logo prominently on passes. Wayfinding colors were implemented for SB 2024 and used again in 2025, and the different ticket background color to help fans easily and quickly find their entry gate. It also allowed ushers to more quickly identify which direction to send the fan for entry. Ticketmaster also implemented the app launcher feature to bring fans to the NFL One Pass app right from their tickets in Google Wallet. During SB 2025 this app launcher was moved to the front of the pass, which allowed fans to access the NFL curated custom experiences.

The pay-off

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Ingress issues

60K

Fans served

The pay-off

Ticketmaster did not receive a single escalation regarding Ingress at the 2025 Super Bowl. Wayfinding colors expedite ingress, meaningfully increasing in-venue sales by giving fans more time to explore before the event begins. NFL continues to invest in their in-app experiences with Ticketmaster and encourage use of wallet passes as the smoothest secure form of entry, preventing network bandwidth issues at entry.