

# Why Event Organisers Should Treat Checkout Abandonment Like a Revenue Leak: 7am Research Report

## Executive Overview

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Ticket checkout abandonment is not a small UX issue. It is paid-for demand leaking out of the funnel after a buyer has already chosen an event, selected a ticket, and shown purchase intent. For organisers, the practical response is to measure where buyers drop, remove mobile and fee friction, and recover warm carts before event urgency fades.

The core problem is operational: organisers can create demand, sell the event story, and still lose revenue when the payment path asks too much at the final moment. This report turns checkout into an audit list: price clarity, mobile speed, wallet payments, account friction, failed-payment recovery, and owned attendee data.

## Detailed Analysis of Key Themes

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### 1. Checkout starts are a revenue signal

A checkout start means a buyer has moved beyond awareness and browsing. It should be treated as a high-intent metric, not a passive web analytics event.

### 2. Fee timing changes trust

When a buyer sees a meaningfully different price at the final step, the checkout has introduced doubt. Clear fee timing protects both trust and conversion.

### 3. Mobile friction compounds quickly

Event discovery often happens on mobile. Slow pages, long forms, and missing wallet payments add enough work for a buyer to postpone the decision.

### 4. Recovery should follow event urgency

Recovery messages work best when they return the buyer to the same ticket selection and answer the likely objection before the event window closes.

## 5. Owned data makes recovery practical

Organisers need to connect campaign source, ticket type, device, abandonment, recovery, and repeat purchase behaviour. Without that link, each launch starts with avoidable guesswork.

## Key Recommendations

- **Measure intent, not only sales.** Checkout starts, payment attempts, abandoned carts, failed payments, and recovered carts show where demand is leaking.
- **Remove price shock.** Show unavoidable fees early, explain what they cover, and keep refund/payment expectations clear before the final step.
- **Design for mobile behaviour.** Most event discovery happens on phones, so the purchase path needs fewer fields, guest checkout, wallet payments, and resilient retries.
- **Recover while intent is warm.** One-hour, 24-hour, and 72-hour recovery messages should help buyers return to the same ticket selection without feeling pressured.
- **Own the data trail.** Campaign source, device, ticket type, abandoned cart, recovered order, and repeat buyer data should connect in one operating view.

## Recommended Checkout Audit

Area	Question	Action
Price clarity	When does the buyer see the final price?	Show unavoidable fees earlier and explain them plainly.
Mobile path	Can a buyer finish in under two minutes on a phone?	Remove fields, support guest checkout, and add wallet payments.
Recovery	Can the reminder reopen the same cart?	Use one-hour, 24-hour, and 72-hour reminders while intent is warm.
Data ownership	Can the team see campaign-to-recovery performance?	Keep attendee and checkout data connected.

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