Welcome

“Simplicity is the ultimate sophistication.”

-Lao Tzu

The MAIZE ®
#9 Webinar
Online Ticketing
Tuesday, February 16 • 1 pm ET
Shopify, Ticketleap & more!

TICKETLEAP

~~$0.29~~

~~$2500 cap~~

$0.69 /ticket

No pricing cap

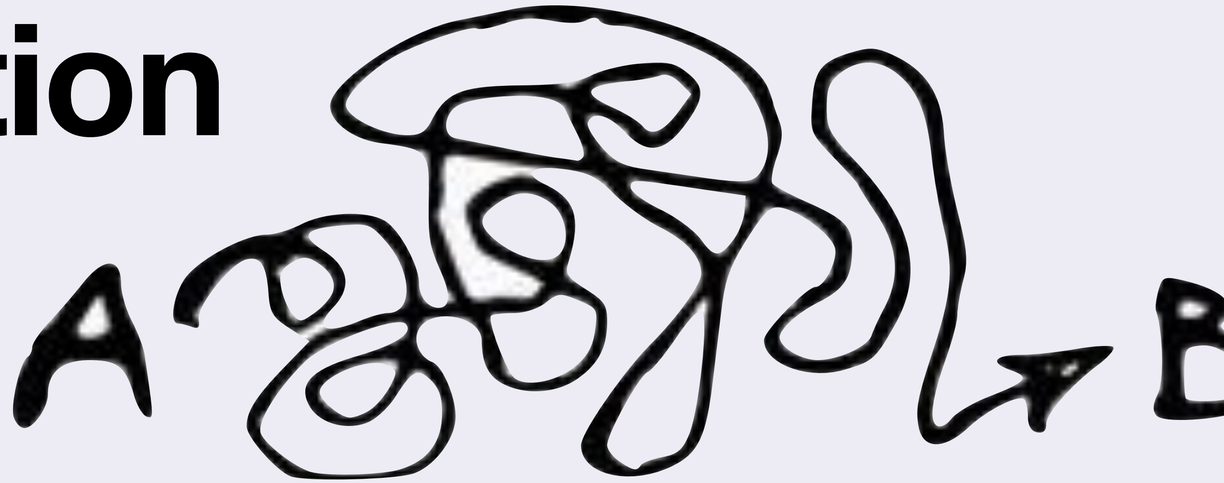
New pricing starts March 1st

Finding a solution

More features

Better pricing

True Omni-Channel Solution



What is an omni-channel solution?

Multi-Channel

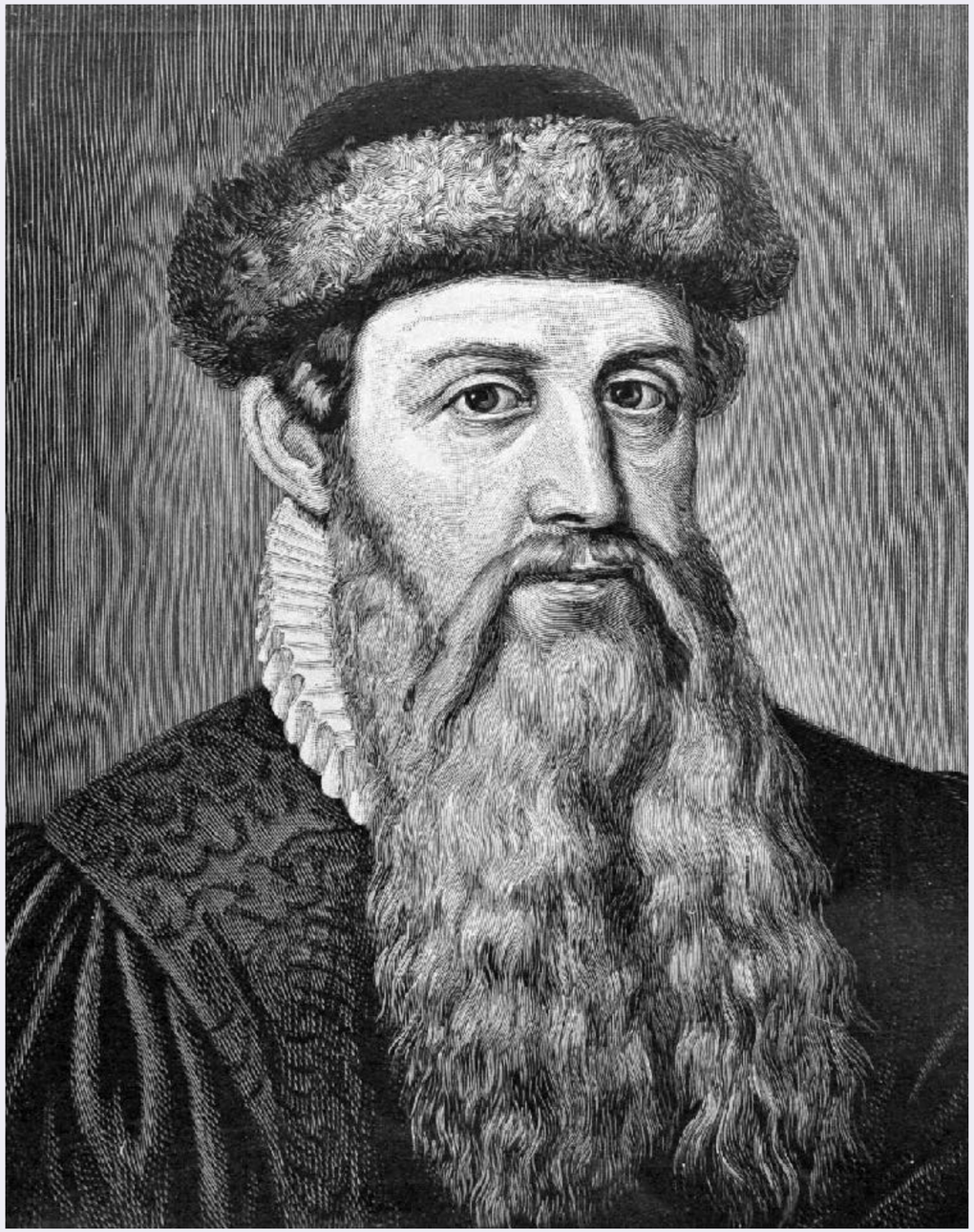
VS

Omni-Channel

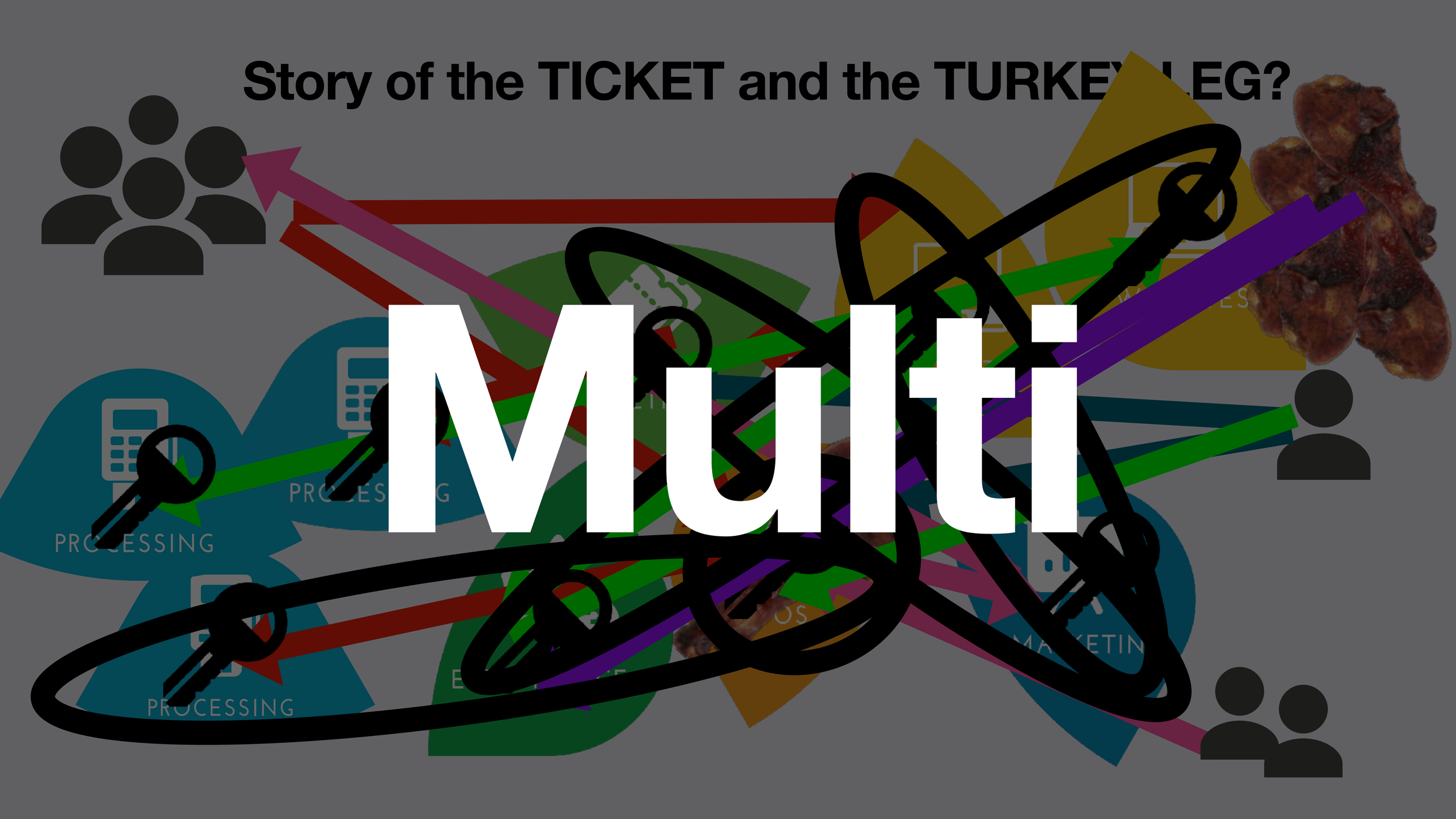
One of the most influential men in the world.

Johannes Gutenberg

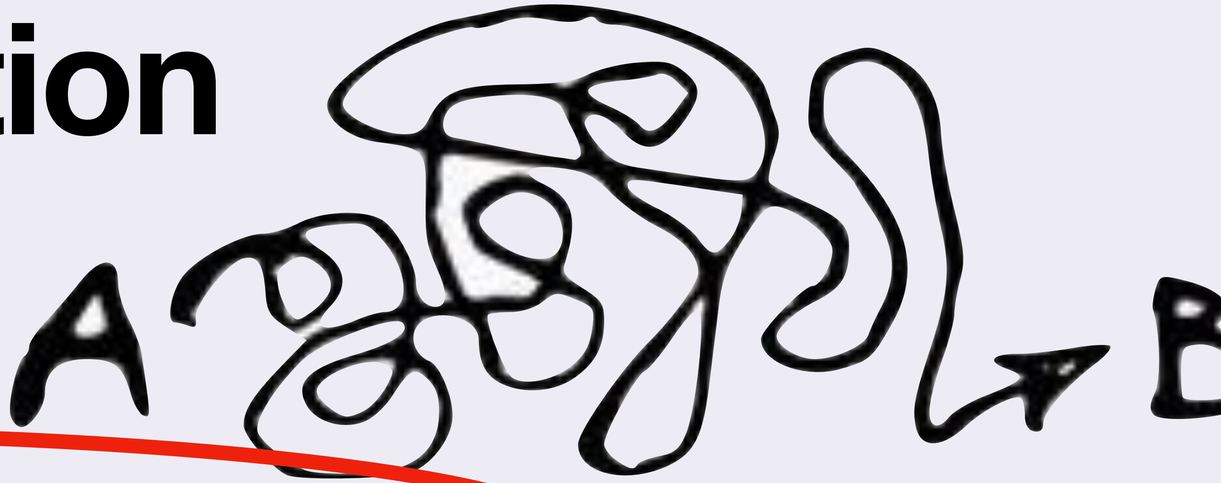
Made it possible for the world to more easily communicate.



Story of the TICKET and the TURKEY LEG?



Finding a solution



More features

Better pricing

True Omni-Channel Solution

Story of the TICKET and the TURKEY LEG?

OMNIFY

OMNI-CHANNEL SOLUTIONS

Shopify

Backed by the world's largest small business e-commerce platform

The MAiZE

Created and curated by the world's largest agritainment company

We Do Digital

Developed and supported by one of the biggest names in amusement & attractions

Funtix

Online ticketing delivered by a 5-star rated platform & mobile app

OMNIFY

OMNI-CHANNEL SOLUTIONS

shopify

Great place to be and grow!

We have just touched the tip of the iceberg.

Everything that we show you today happens RIGHT HERE

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If you can’t measure it…
you can’t manage it

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SEO

Email

Website

Google Ads

Social Media

Text Marketing

Loyalty & Referral Programs

WDD Marketing Partnership in 2020

- Beggs Family Farm
- Belvedere Plantation
- Cherry Crest Adventure Farm
- Cornbelly's Corn Maze & Pumpkin Fest
- Gary's Fall Festival
- Honeysuckle Hill Farm
- Irons Mill Farmstead
- Liberty Ridge Farm
- Siegel's Cottonwood Farm
- Stokoe Farms

OMNIFY
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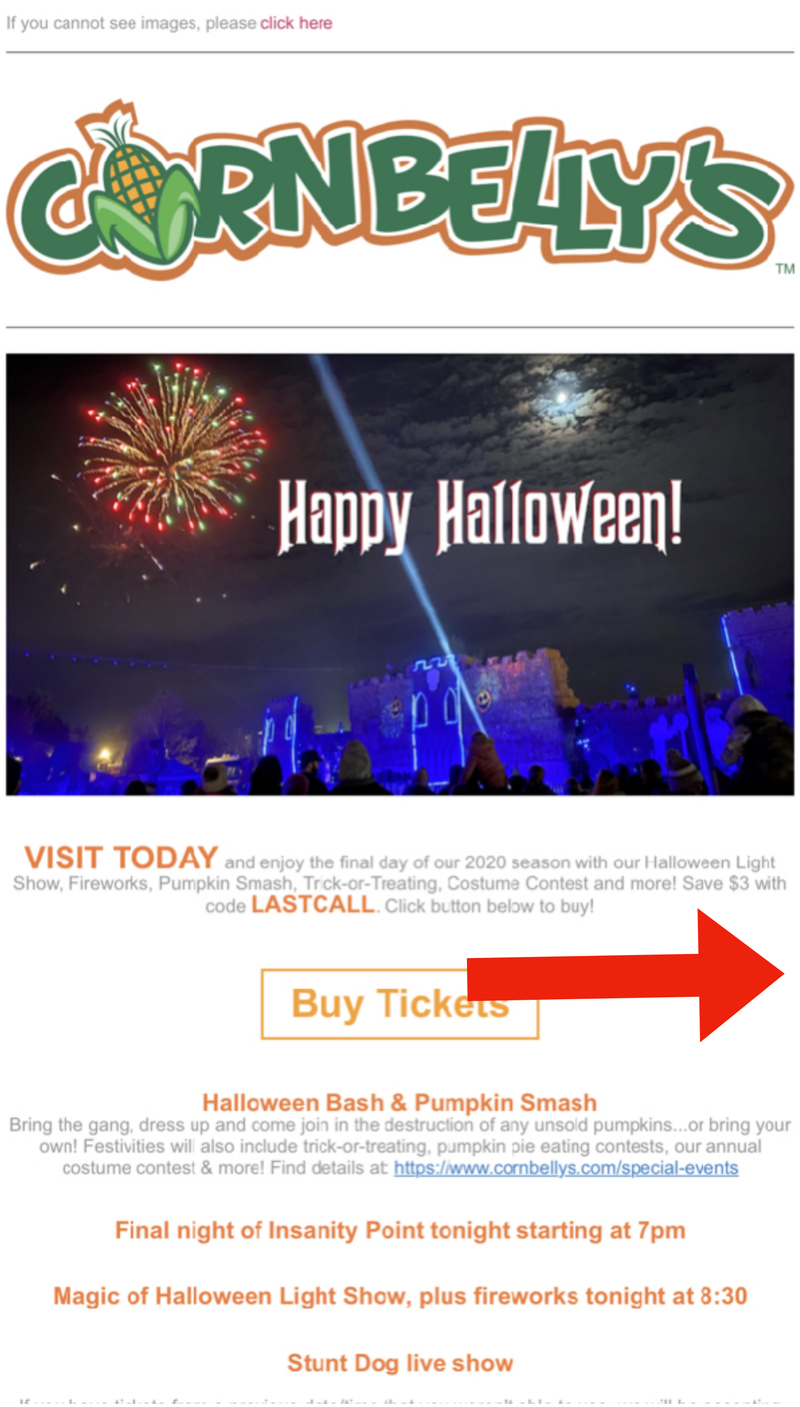

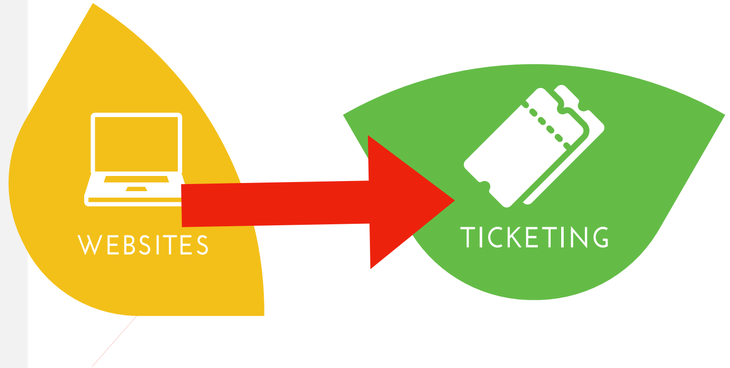

Email Marketing

- No need to export from one platform and import to another
- Initial importing is possible

MARKETING

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Inside Scoop #1 for Cornbelly's Season Pass Members Sent to Holiday Sale 2019 Season Pass Holders • Season Pass Sent on Thu, Sep 24, 2020 10:05 PM • By Logan	Sent	4905 Sent	60.89% Opened	0.22% Clicked	$7,065.56 Sales
Ticket Edited on Mon, Sep 14, 2020 12:59 PM • By Logan	Draft				
Cornbelly's Season Pass Sale LAST CHANCE Sent to From Wix Sent on Mon, Sep 7, 2020 2:48 PM • By Logan	Sent	2106 Sent	25.21% Opened	6.31% Clicked	$3,551.72 Sales
Booster of: [[contact.first_name]], Cornbelly's 72-Hour Season Pass Sale Happening Now Sent to All contacts Sent on Mon, Sep 7, 2020 11:59 AM • By Logan	Sent	64104 Sent	12.29% Opened	2.3% Clicked	$46,831.65 Sales
Booster of: Follow-up re: Season Pass Credit | Cornbelly's Sent to Holiday Sale 2019 Season Pass Holders Sent on Sun, Sep 6, 2020 11:08 AM • By Logan	Sent	223 Sent	51.56% Opened	0.89% Clicked	$82.30 Sales
Booster of: Season Pass Credit | Cornbelly's Sent to Holiday Sale 2019 Season Pass Holders Sent on Sun, Sep 6, 2020 10:05 AM • By Logan	Sent	165 Sent	47.87% Opened	29.09% Clicked	0 No sales
[[contact.first_name]], Cornbelly's 72-Hour Season Pass Sale Happening Now Sent to All contacts Sent on Sat, Sep 5, 2020 11:59 AM • By Logan	Sent	78199 Sent	17.12% Opened	3.88% Clicked	$95,916.01 Sales

Email Marketing

- Analytics
- Resulting sales
- Auto boost to non-opens

MARKETING

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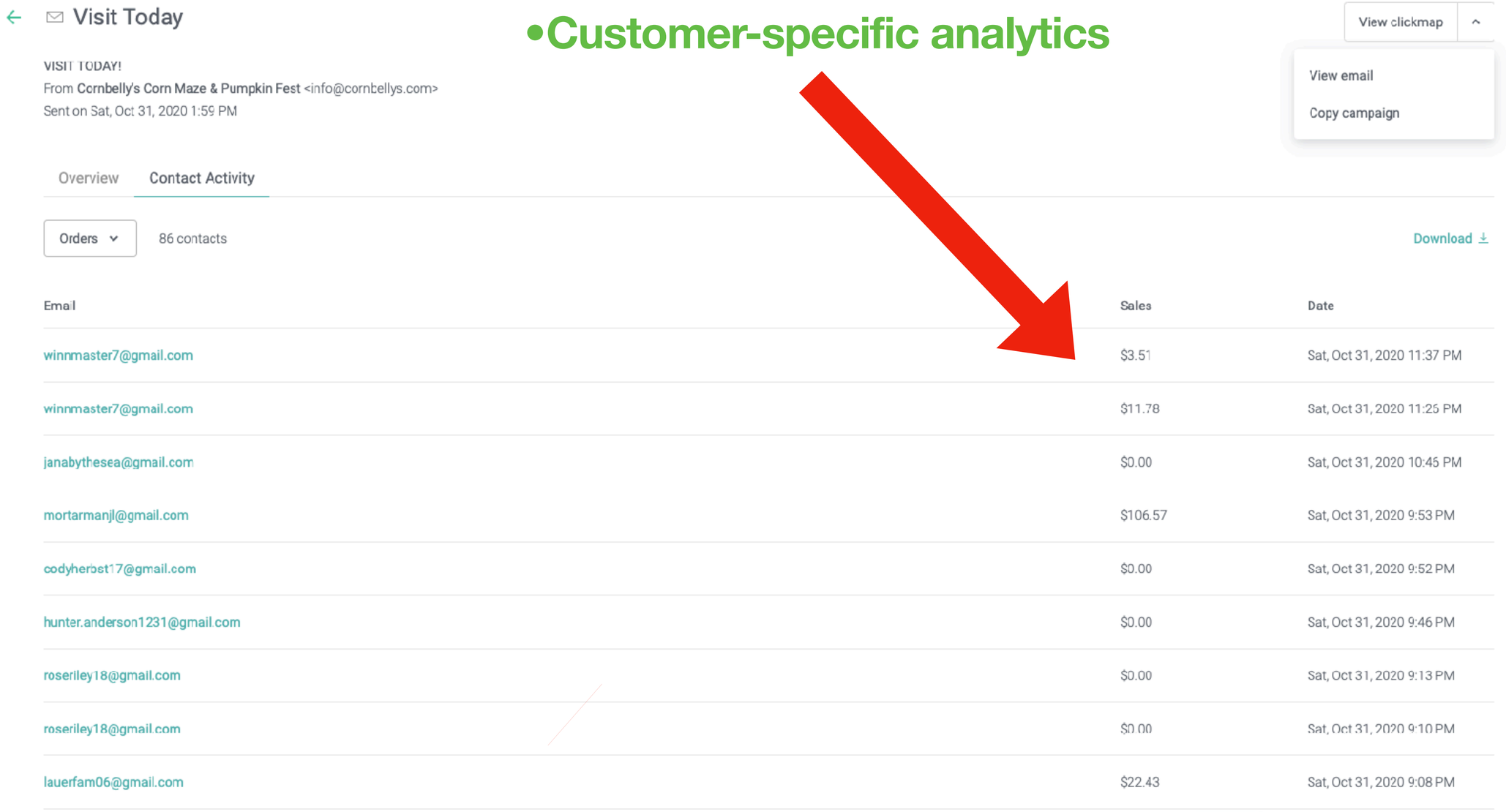
Email Marketing

- Customer-specific analytics



MARKETING

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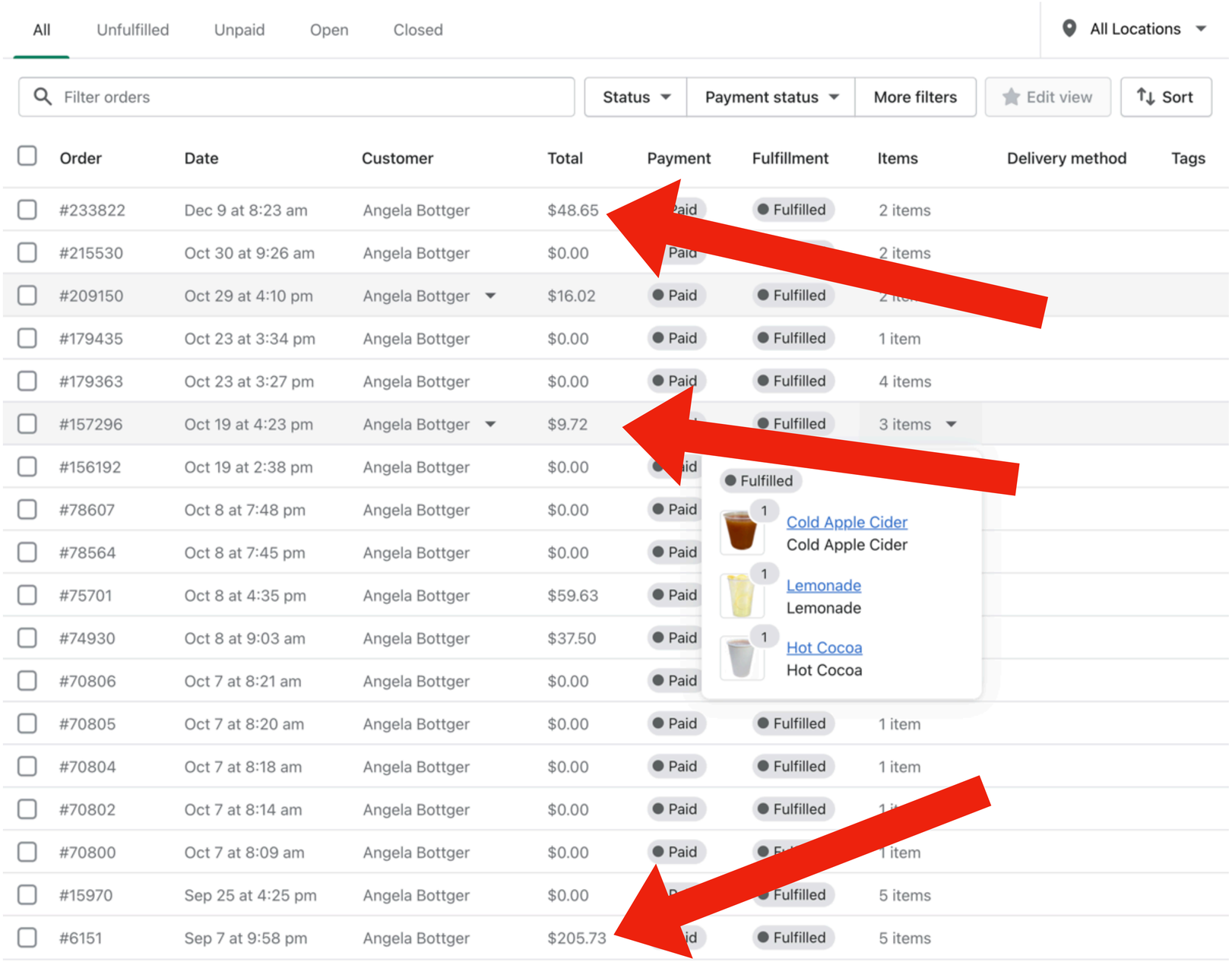
When we know more…
we can do more



Angela Bottger

- Track their spending
- Know what they like
- Market smarter and in real time
- Customer tagging allows you to market to segments

MARKETING

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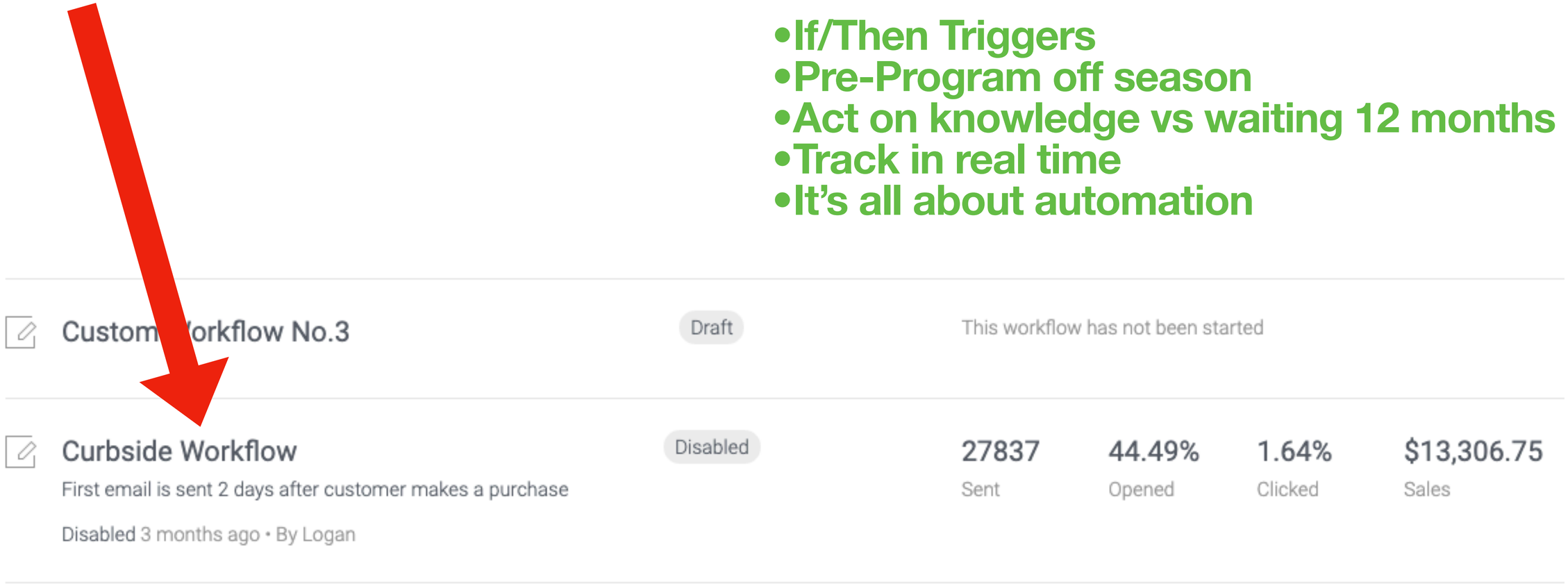
Automated Email Workflow

- If/Then Triggers
- Pre-Program off season
- Act on knowledge vs waiting 12 months
- Track in real time
- It's all about automation



MARKETING OMNIFY
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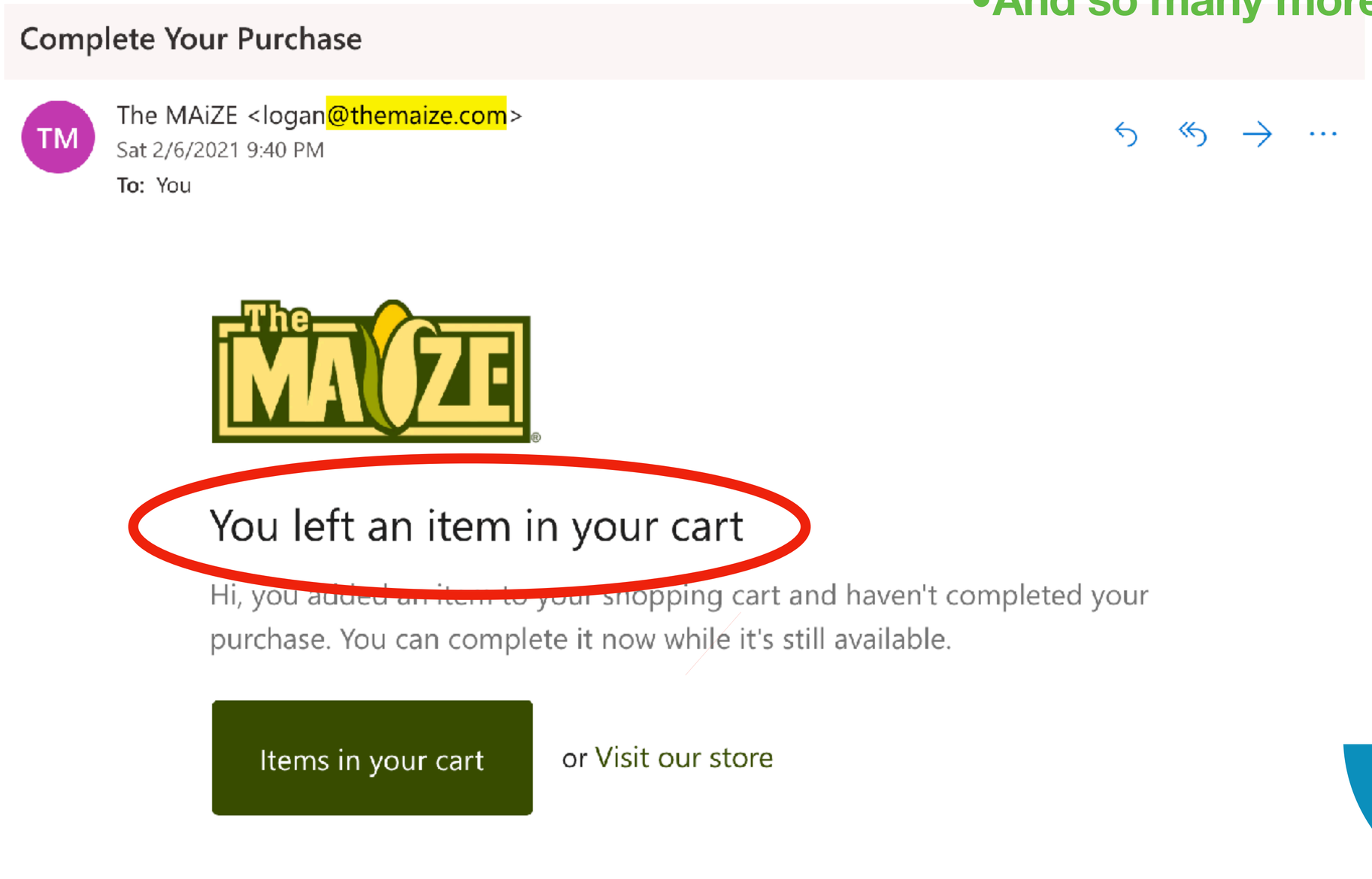
Automated Email Workflow

- Abandoned Cart Reminders
- And so many more workflows



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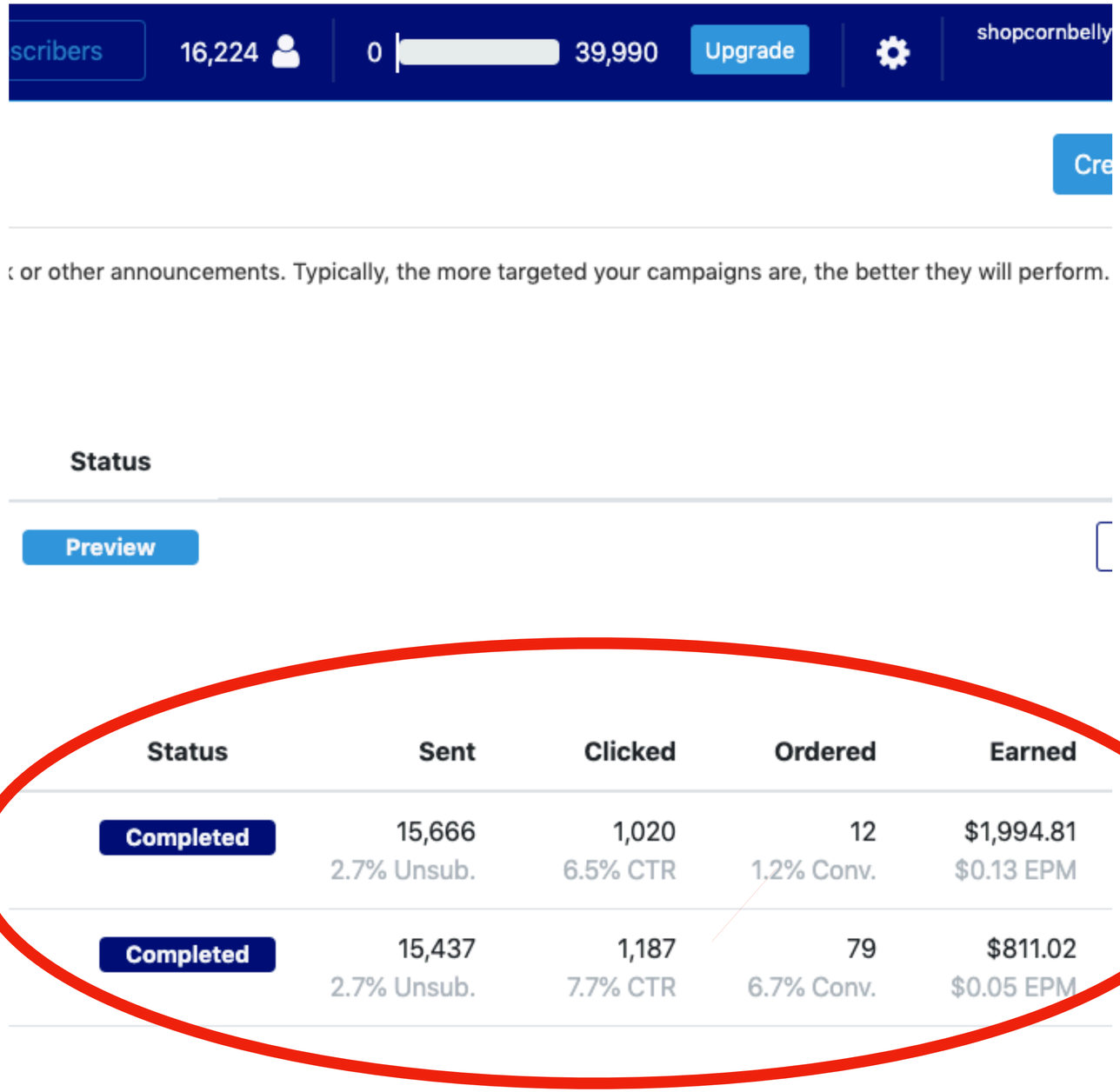
Text Marketing



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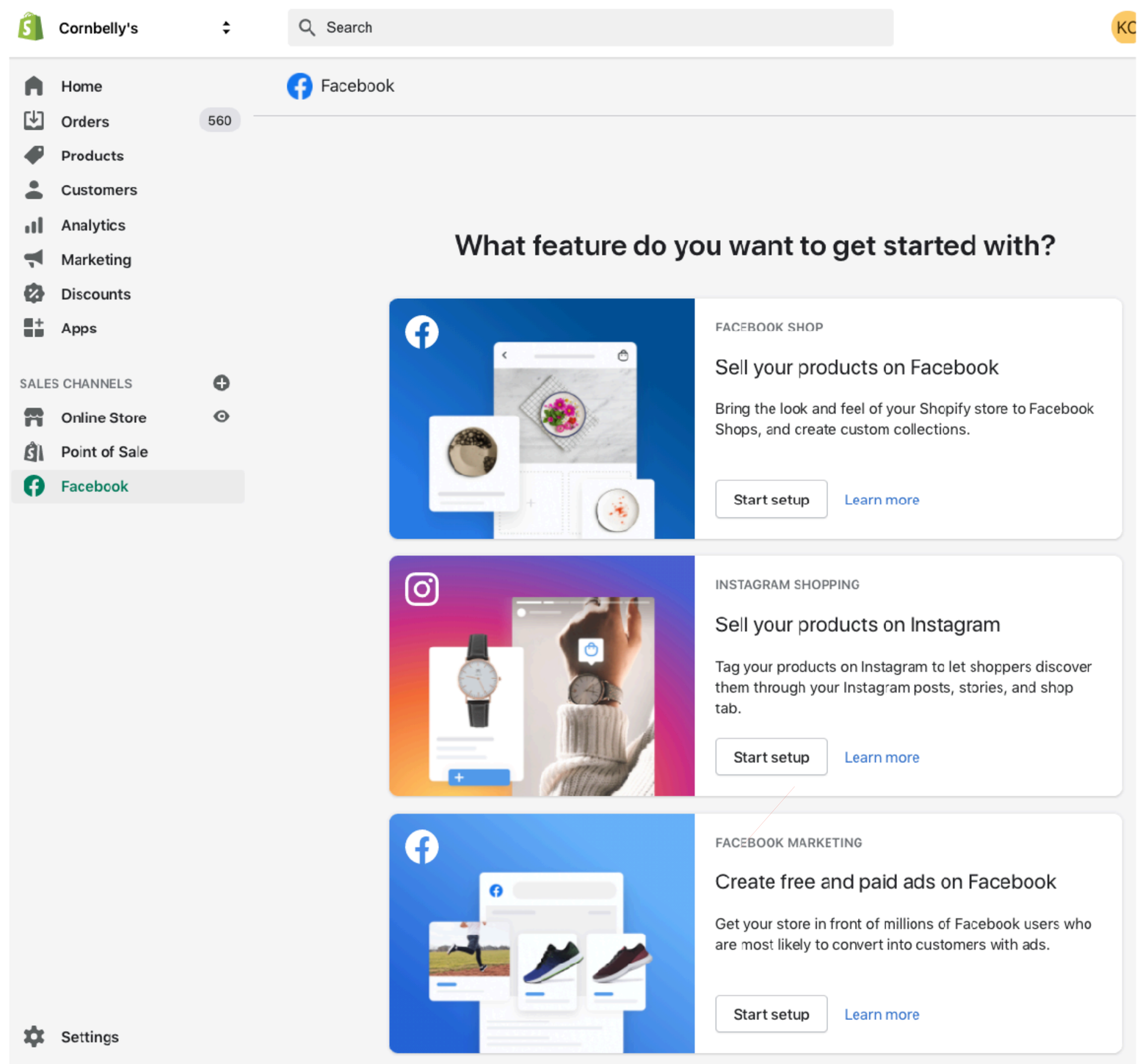

Social Media is Next

- Facebook & Instagram
- Know resulting sales from social media ad buys

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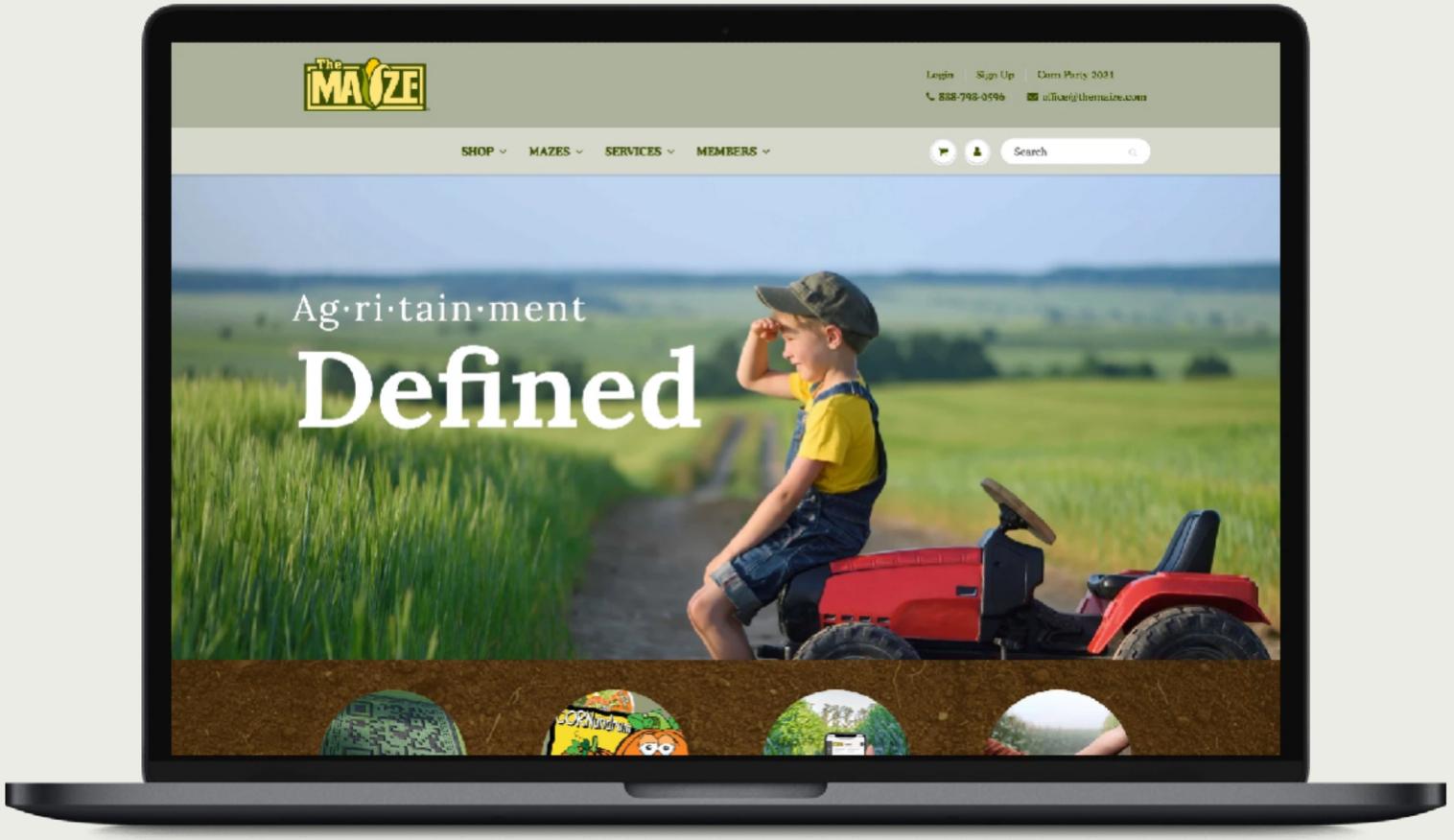

WEBSITES

Website = Selling Machine

WEBSITES

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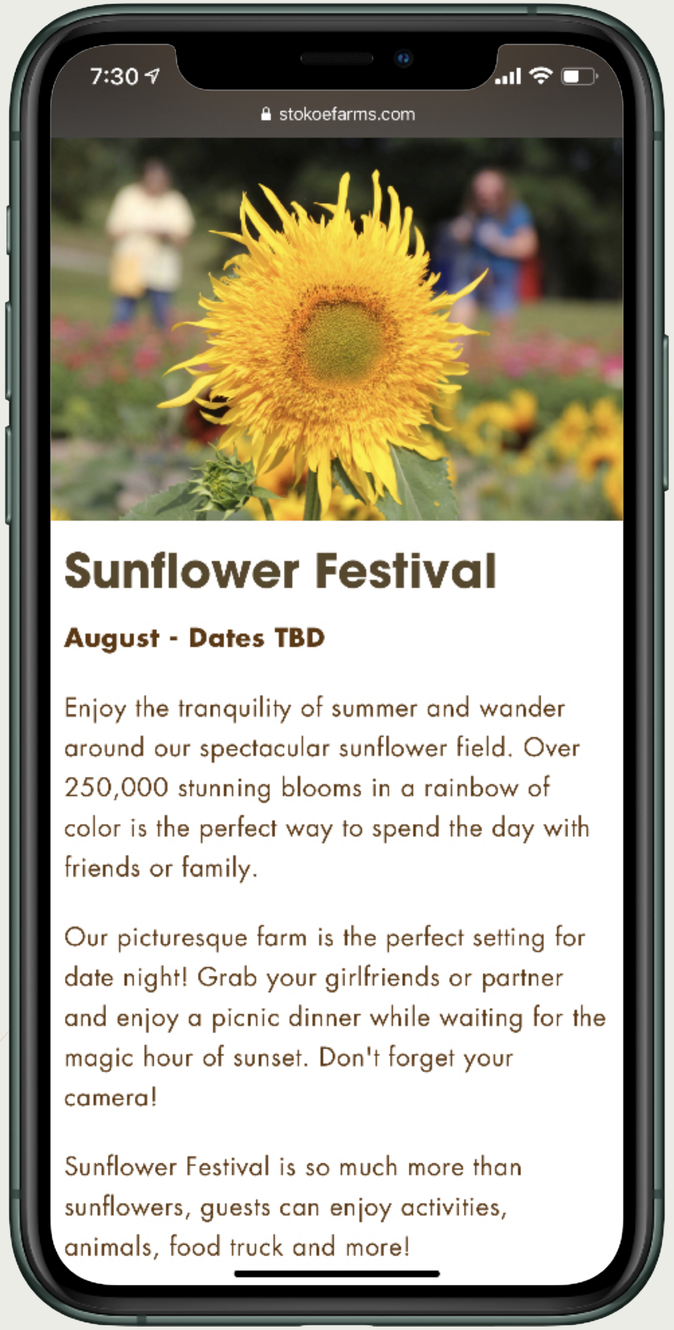
Mobile 1st
Desktop 2nd



WEBSITES

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Website is
100% Integrated

OMNiFY
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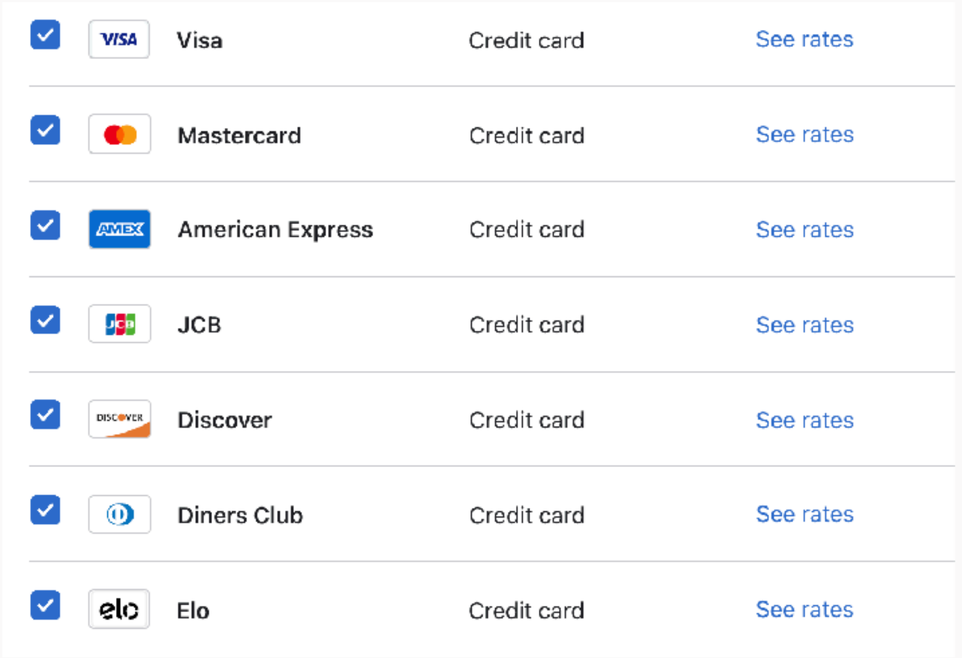
PROCESSING

Credit Card Processing Rates

- No gateway
- All in one spot
- 2 Day funding
- Potential to negotiate
- Accept all cards
- Accept “smart pay” options like Apple Pay



Onsite

2.4%

Online

2.4% +30

Amex & International 3.15%

PROCESSING

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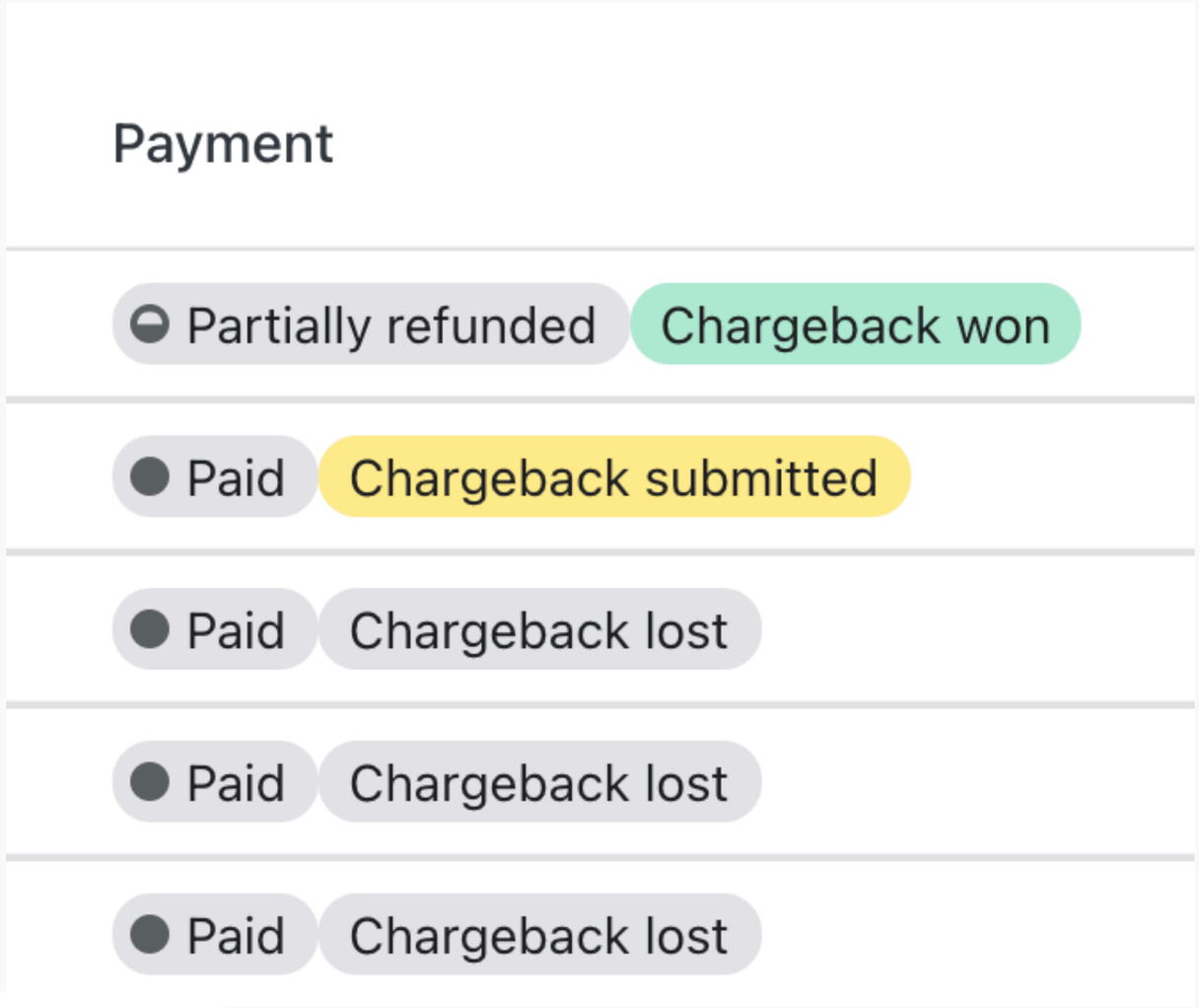
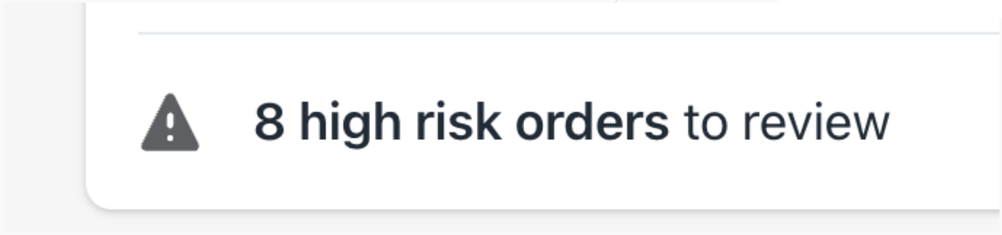
Chargebacks

- Fight all chargebacks in one spot
- Shopify helps fight them for you
- Submit your own documentation
- Built in fraud protection

$15.00

Refunded if you win





PROCESSING

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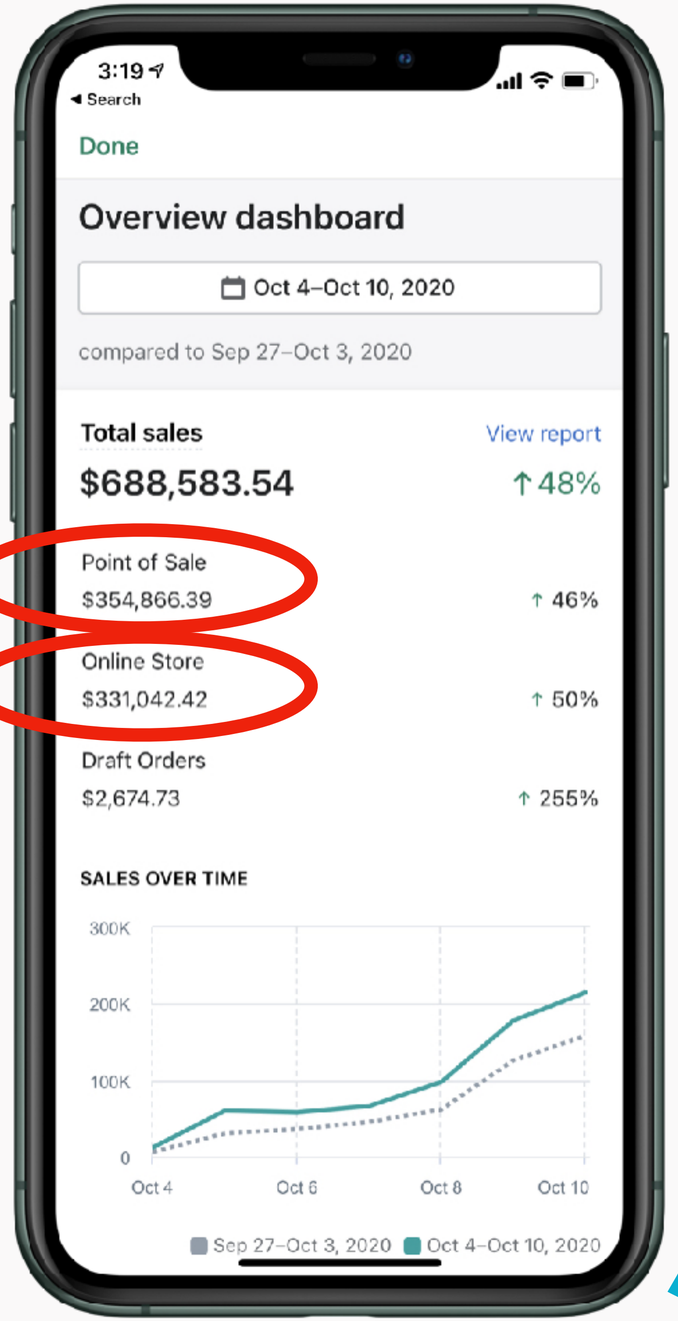
One place to look

- Simple reporting
- Forecasting demand
- Compare daily/weekly numbers
- Unlimited custom reporting



PROCESSING

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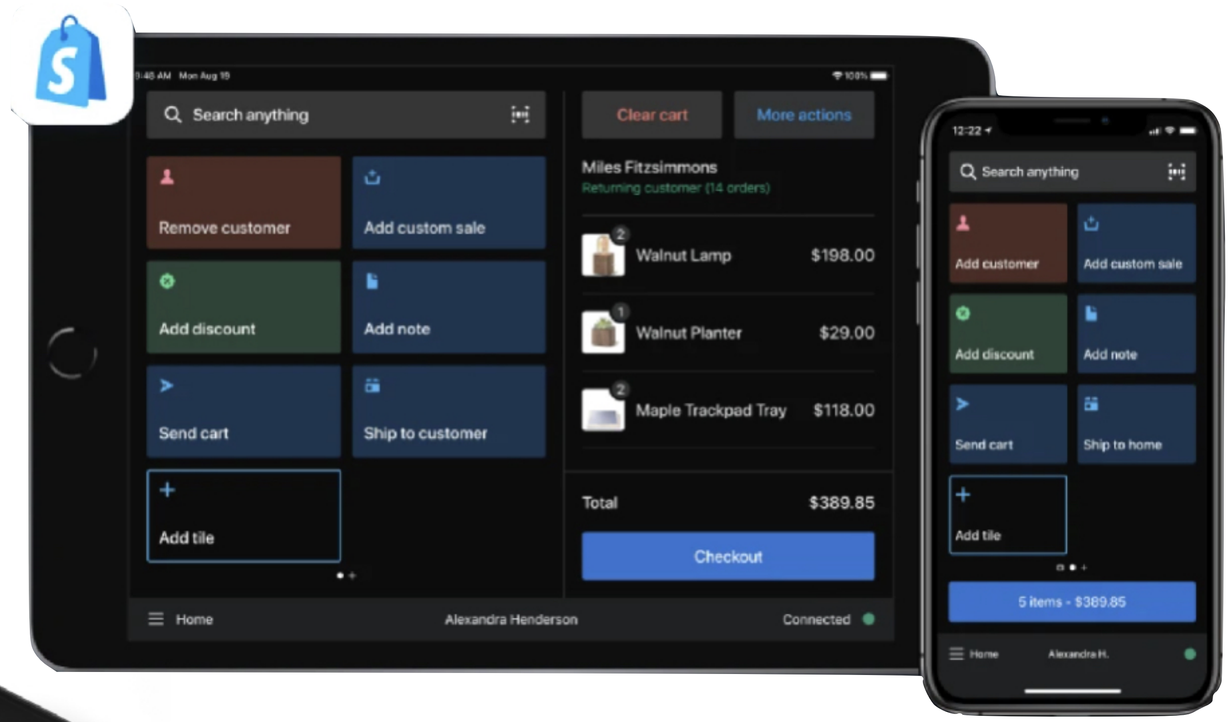
POS

Hardware

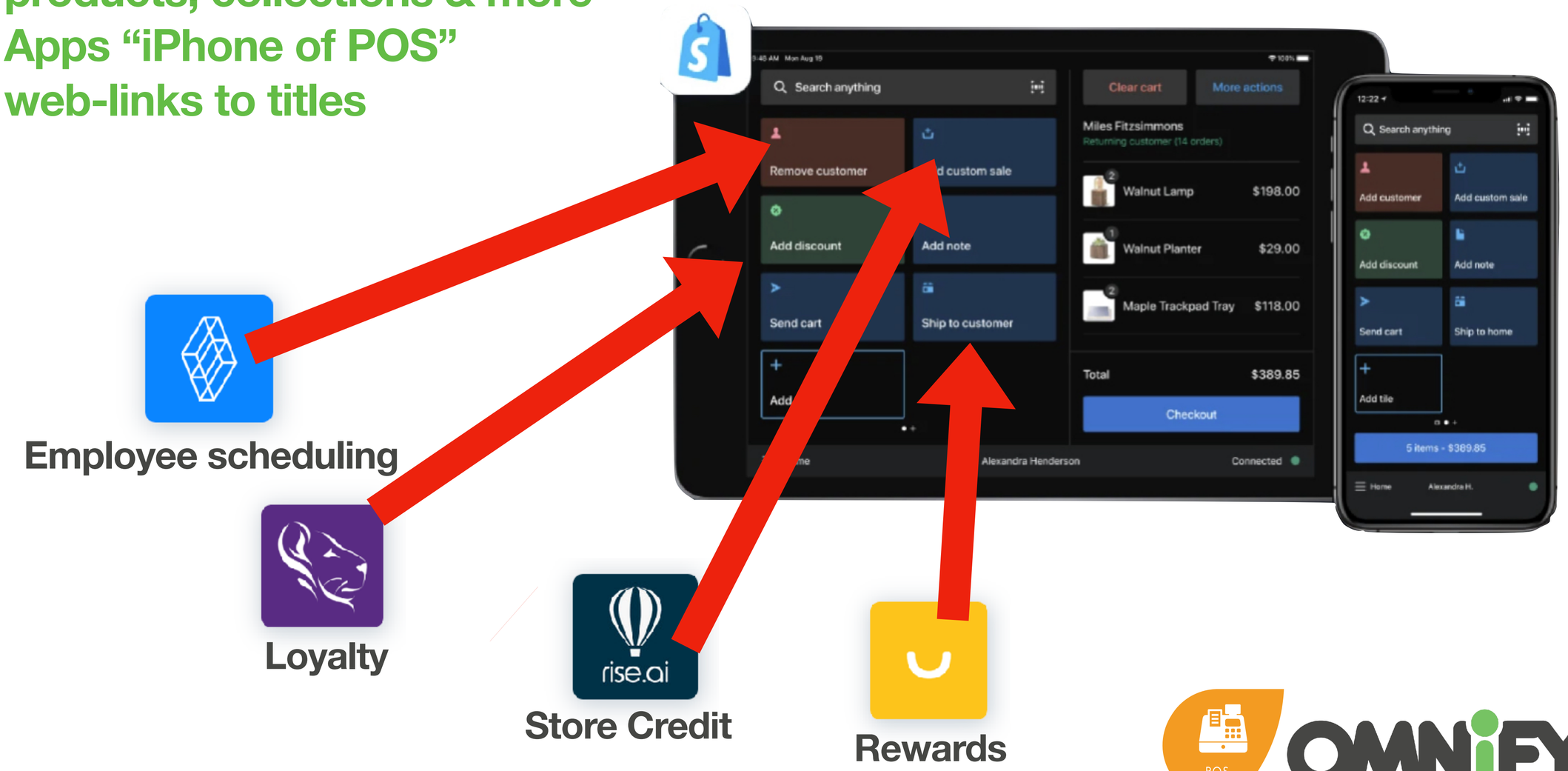
- Use current iPads
- Readers start at $49
- hardware.shopify.com
- Simple & Affordable
- Part of the omni solution



POS OMNIFY OMNI-CHANNEL SOLUTIONS

The Titles

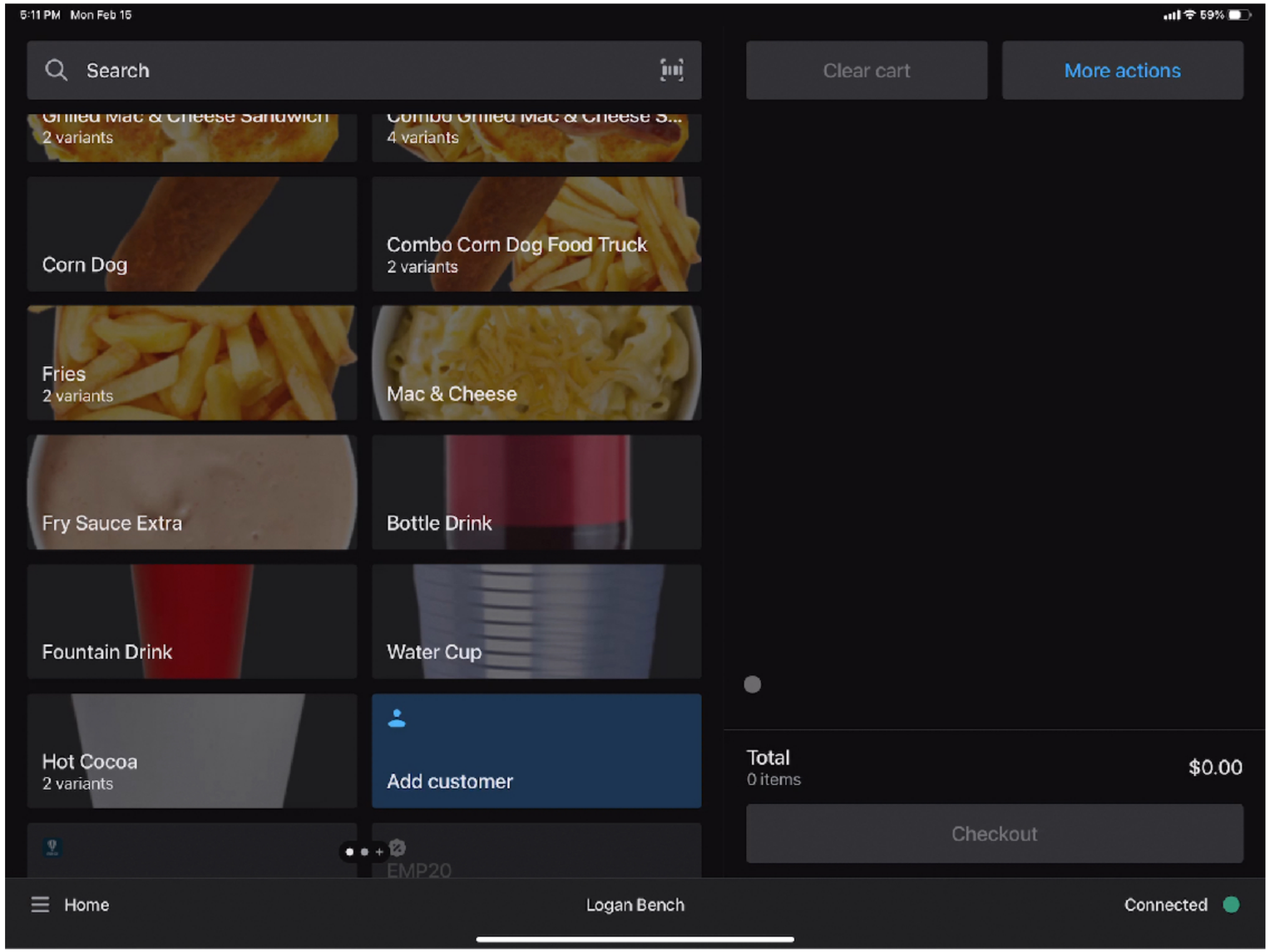
- Add products, collections & more
- Add Apps “iPhone of POS”
- Add web-links to titles



POS OMNIFY OMNI-CHANNEL SOLUTIONS

Use case

- Used store credit for our supervisors to get food.
- Simple and effective



POS

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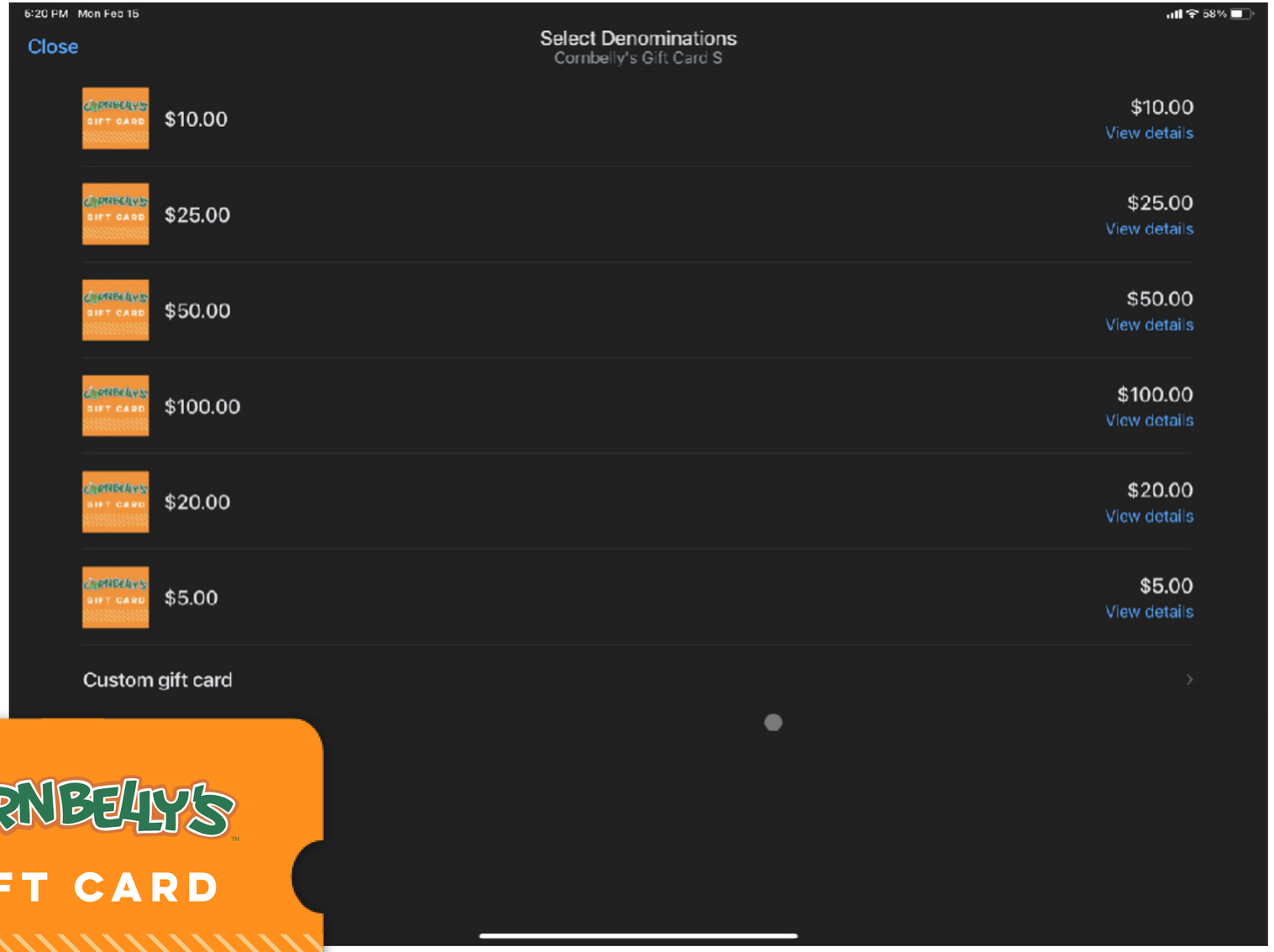
Gift Cards

- Works online and onsite
- Refund back to gift card
- Print gift card code on receipt (great for cashless)



POS

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Bounce Back Passes to the Next Level

- Unique codes on each
- Trackable
- Worked online & at gate
- Worked in our time sensitive events

POS
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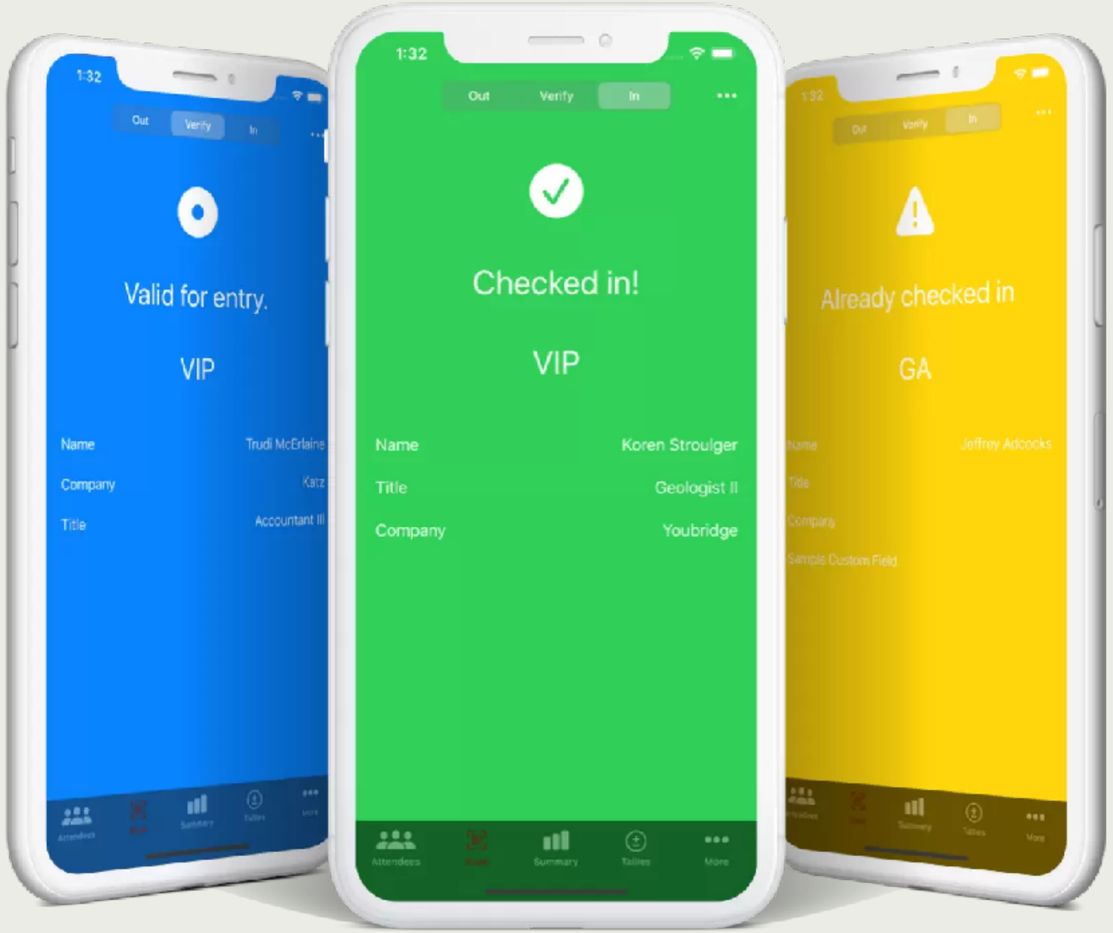
TICKETING



Friday & Saturday 2021

$19.95

DATE

October 01, 2021	October 02, 2021	Oct 2021
October 09, 2021	October 15, 2021	October 16, 2021
October 22, 2021	October 23, 2021	October 29, 2021
October 30, 2021		

QUANTITY

− 1 +

Add to cart

Share

General Ticketing

- Date and time reservations
- Custom questions
- Add photos and video
- Access to other apps
- Modular approach

TICKETING

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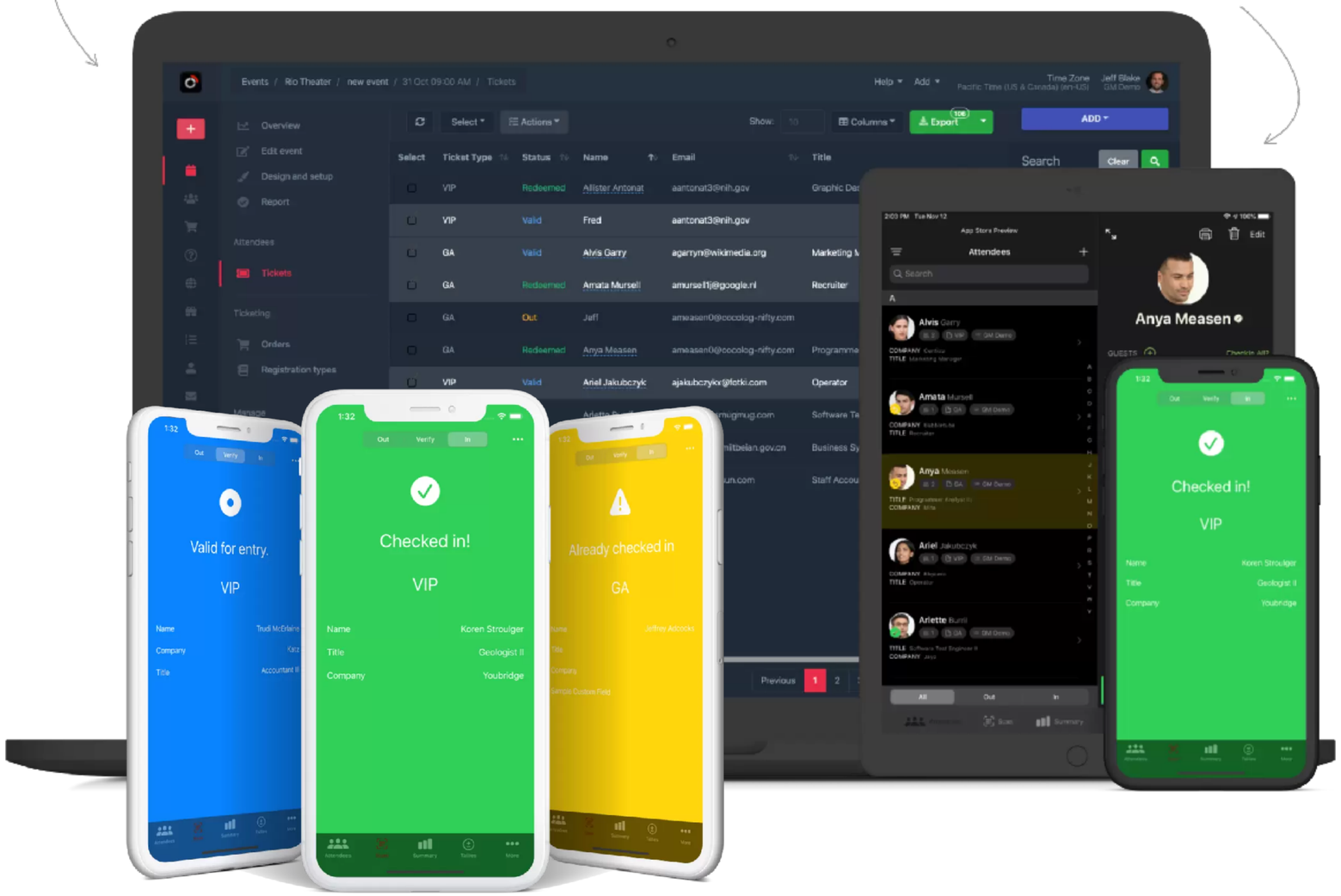
Web admin

for managing attendees

Mobile app

for on-site check in



Scanning & Apps

- Check attendees in & out
- Take photos for passholders
- Real time stats
- Group check-in
- Custom PDF ticket
- Apple Wallet

TICKETING

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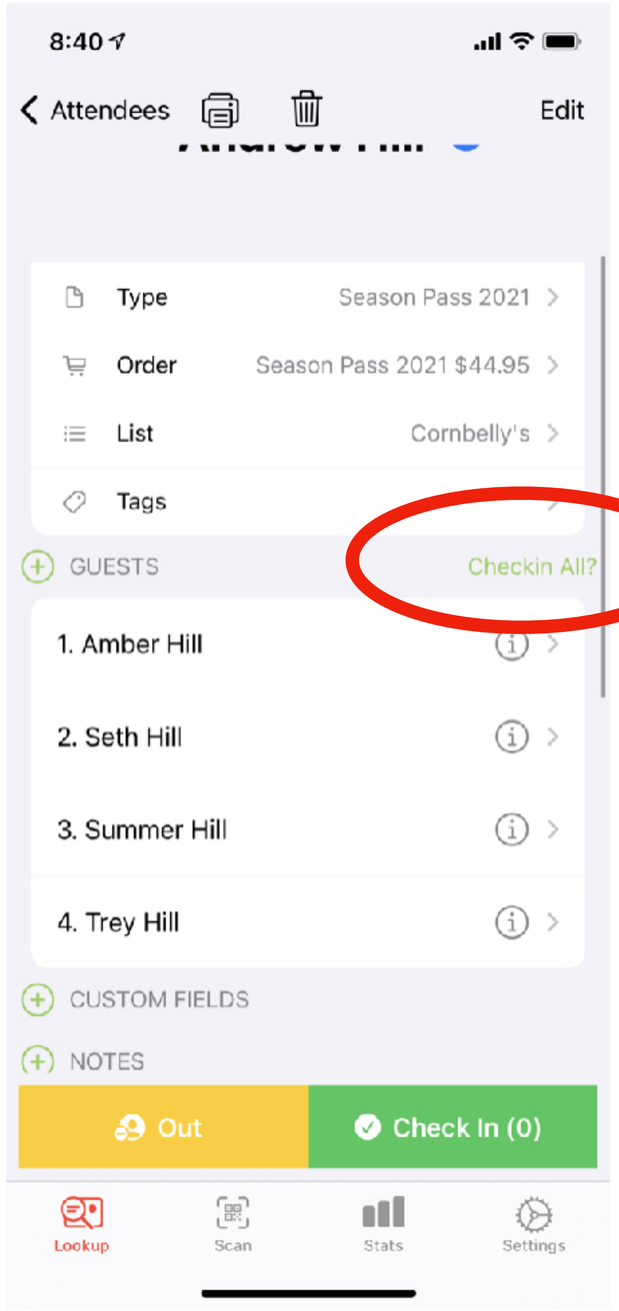

Check in all

- One click to check in all within an order

TICKETING

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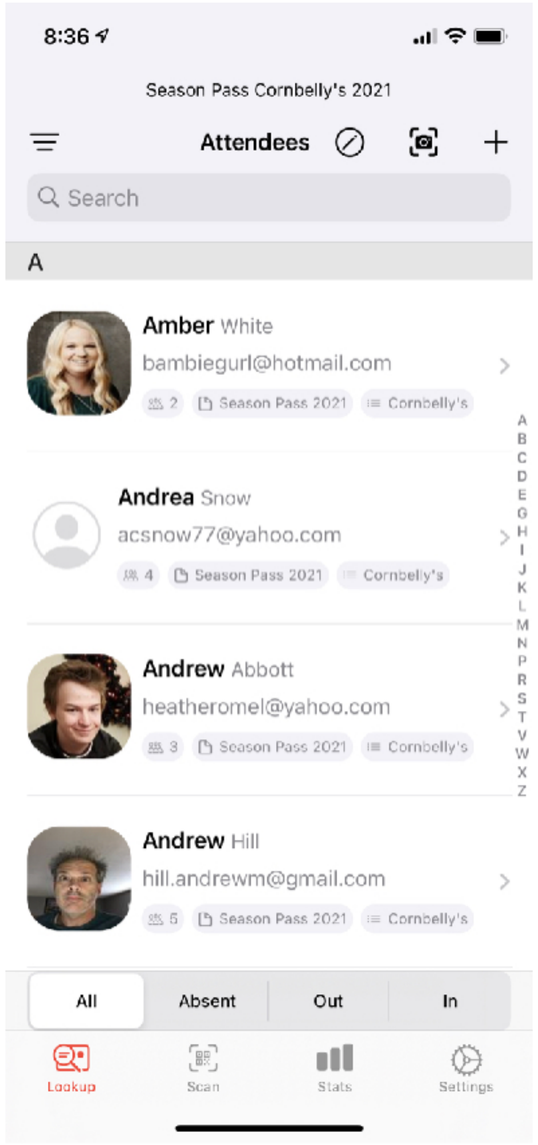

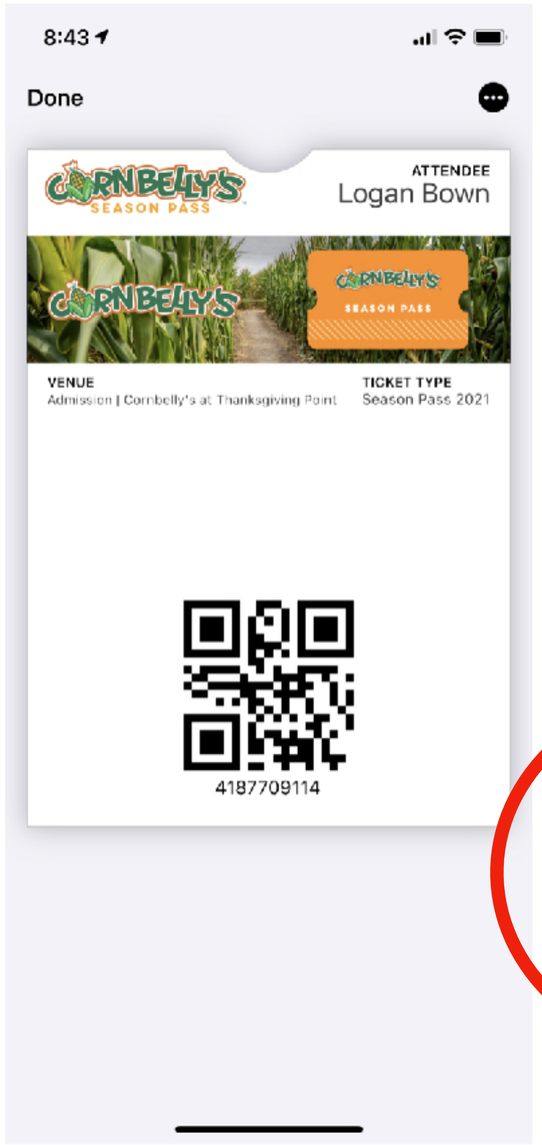

Season Passes

- Upload photos from home
- Apple wallet
- Customer tagging
- Logistical controls

ALL ACCESS PASS 1: $10 Edit Delete

- Valid for 1 uses per date

Name

All Access Pass 1

Price

$ 10 USD

How much is it? Enter zero for free.

Inventory

10

How many available to sell?

Restrict validity period?

Have the pass expire in a defined time period: days, months, or years.

Restrict total uses?

Set a total number of times this pass may be scanned, across any date.

Restrict uses per date?

Common for season passes, ensure this pass cannot be scanned multiple times per date.

Uses Per Date

1

TICKETING

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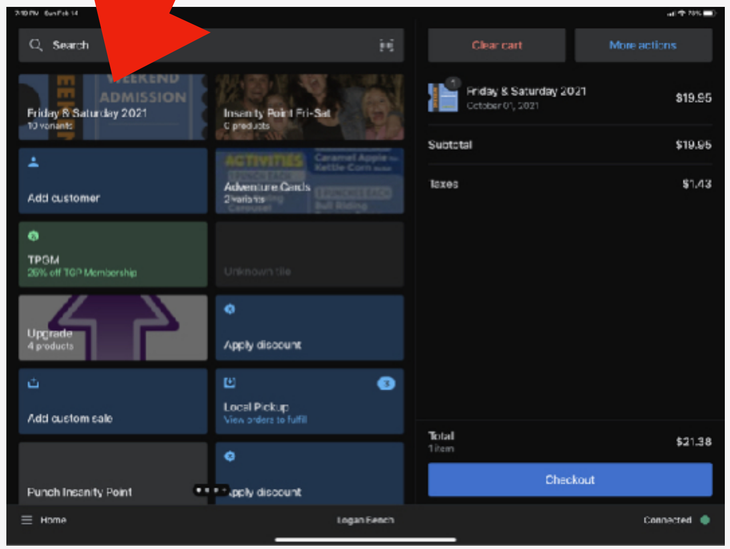
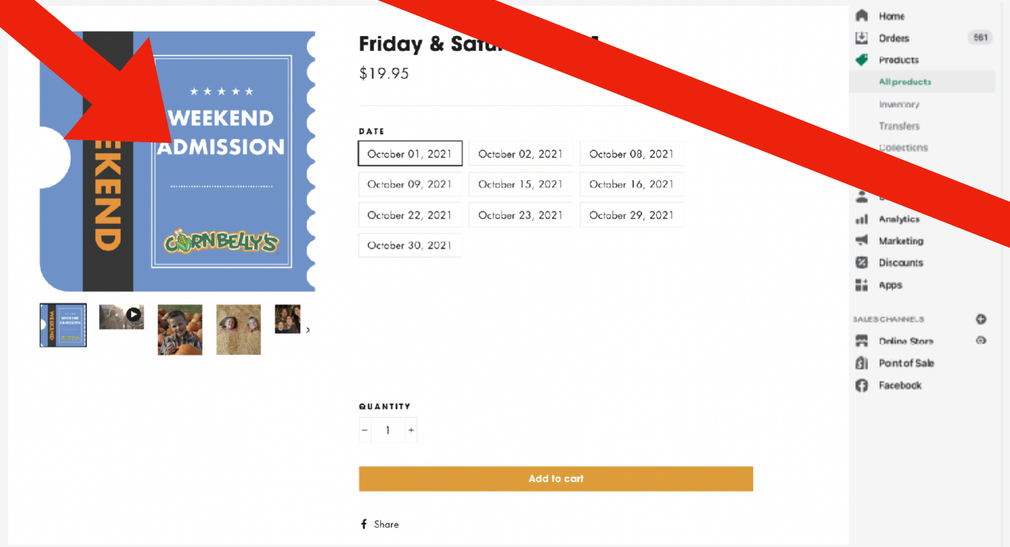
One product fits all!

- Inventory is saved across all channels
- Update price in one single spot
- Simple reporting

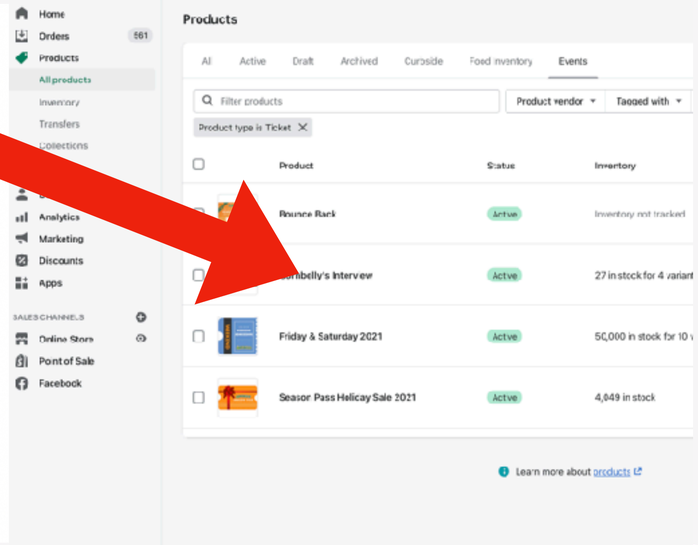
Face to Face POS



Online



Reporting



TICKETING

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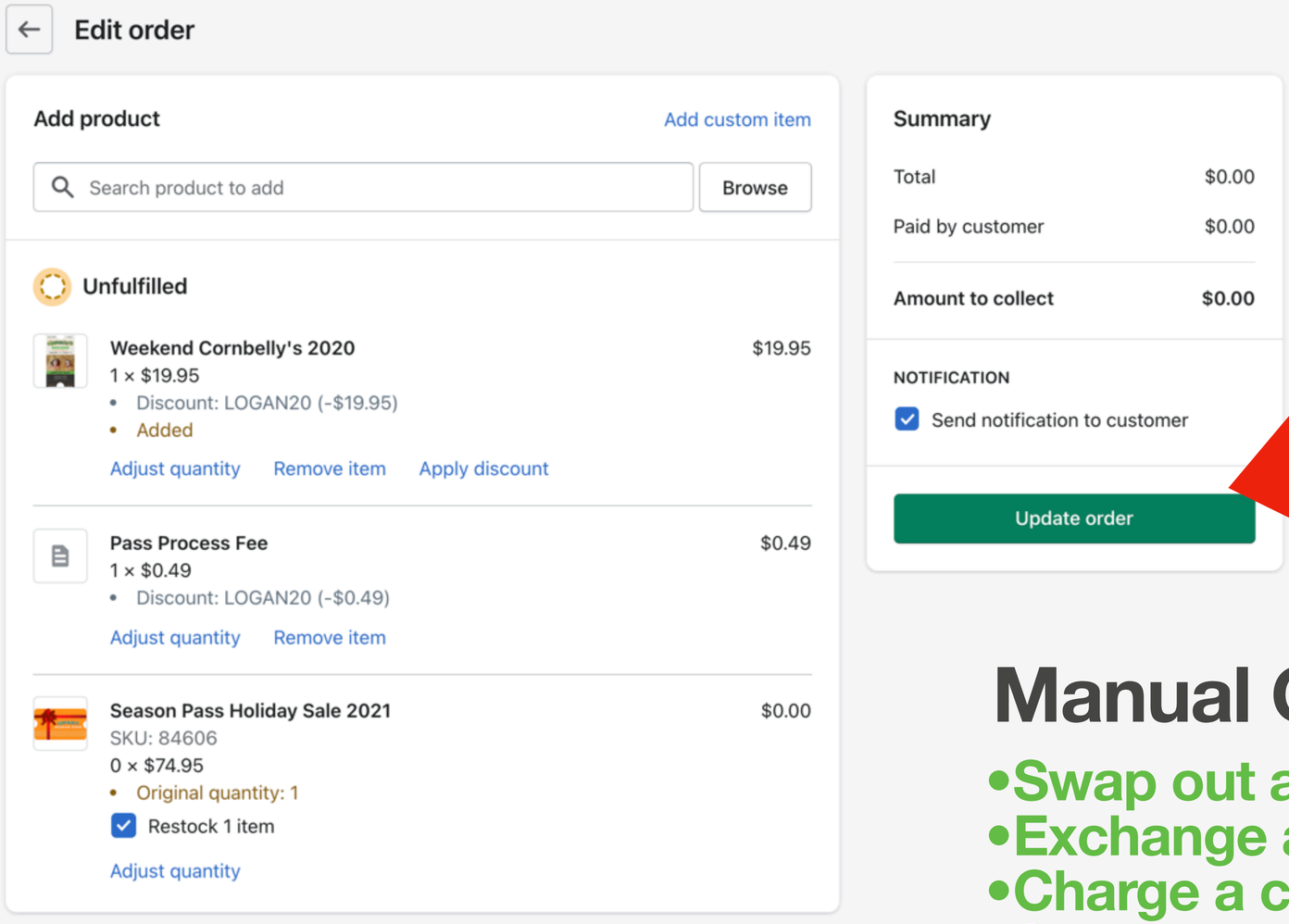

Manual Order Editing

- Swap out a ticket for another
- Exchange a ticket for an item
- Charge a custom change fee
- Send an e-invoice
- Restock ticket inventory

TICKETING

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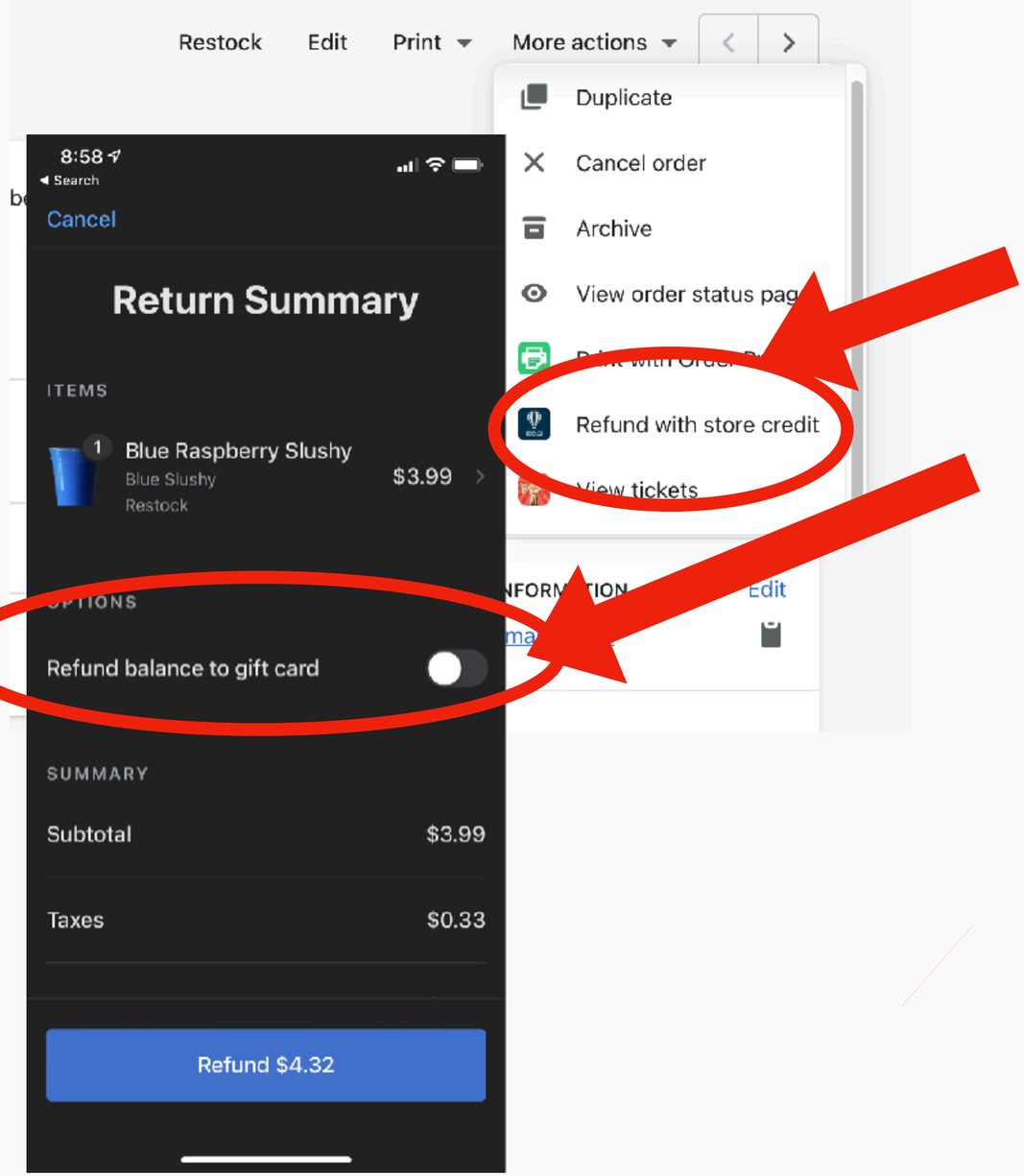

Refund with store credit

- Refund to digital or hard stock gift card
- Credit is good toward anything
- Build loyalty programs
- Avoid giving money back
- Give customer options

TICKETING

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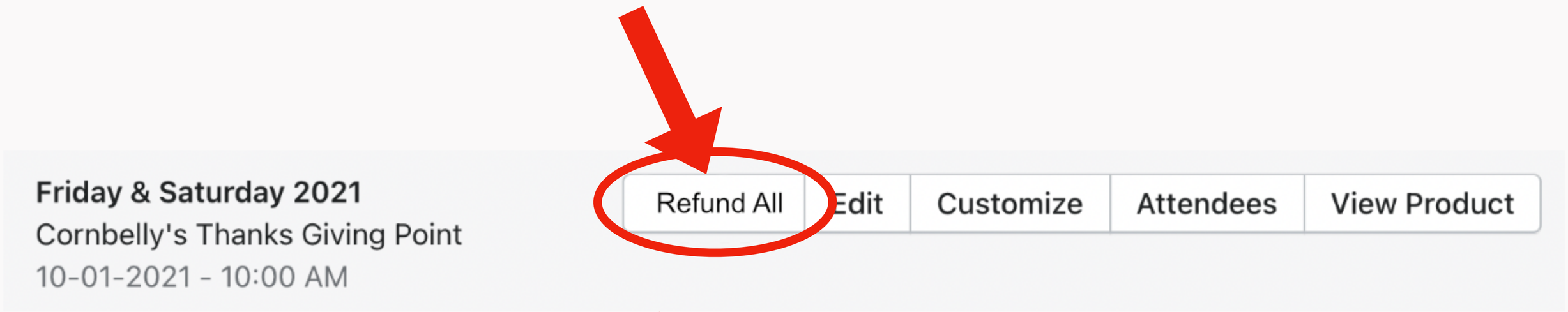
Mass refunding

Feature available 03/31

- **Refund all on a particular day or time slot**
- **Refund with all with store credit**



TICKETING

OMNIFY

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Order #233689

Thank you logan!

Your order is complete

Electronic Ticket Delivery tracking number:
Click_to_download_tickets

Your order options:

Edit Order

Download your tickets

Please download your tickets or transfer them to your guests. If you have purchase a Season Pass please add a name and photo to all your pass holders.

Logan Bench
Season Pass 2021
#9460781939

Complete registration

Logan Bown
Season Pass 2021
#4187709114

Update details

Download/Print Ticket

Add to Apple Wallet

Pass Process Fee $0.58

Season Pass Holiday Sale 2021 $89.90

Subtotal	$90.48
Discount LOGAN20	- $90.48
Total	USD $0.00

Customer Order Editing

Feature available 03/31

- Control timing (shut off 8 hours ahead)
- Ability to turn on or off
- Charge a change fee automatically
- Invoice the difference
- Fulfillment when paid

TICKETING

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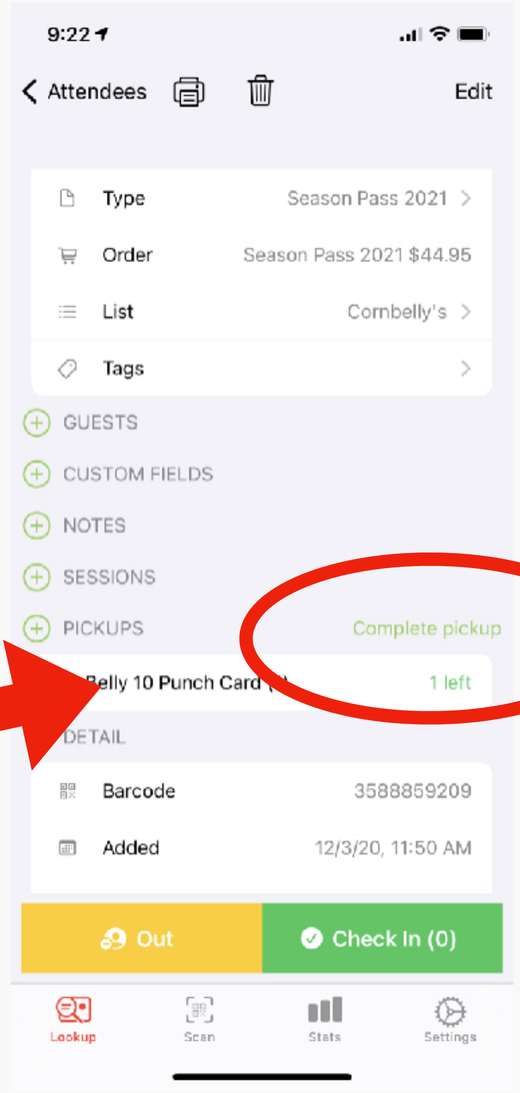
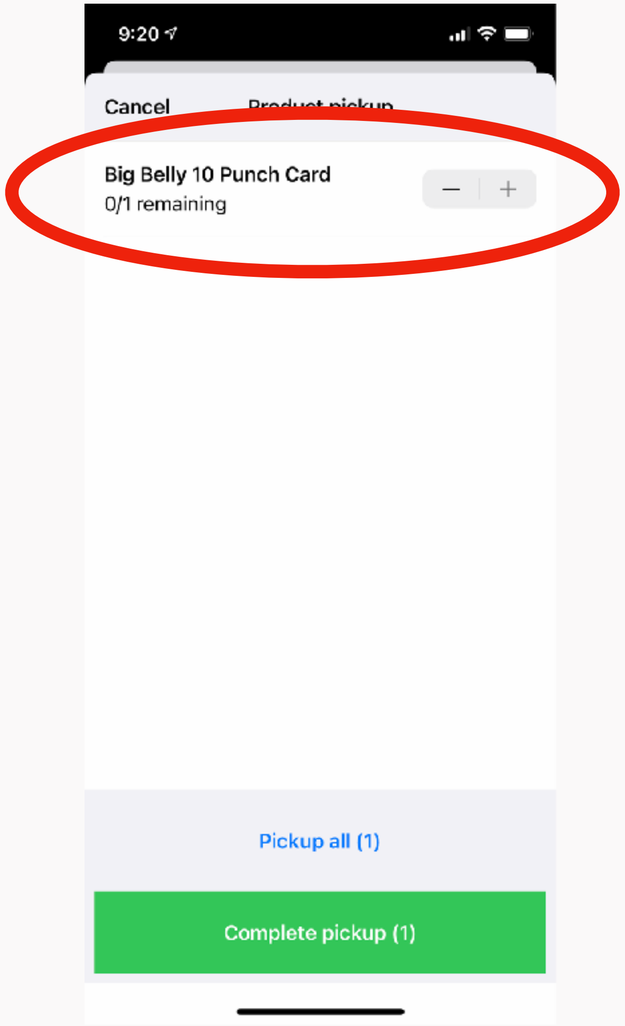
Upselling

- Upsell anything
- Fulfill when checking in
- Huge potential





TICKETING

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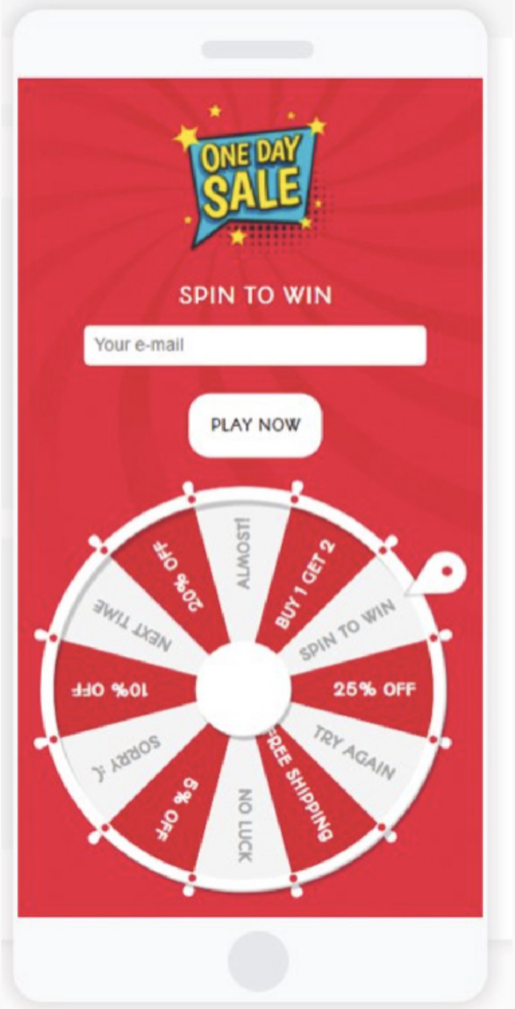
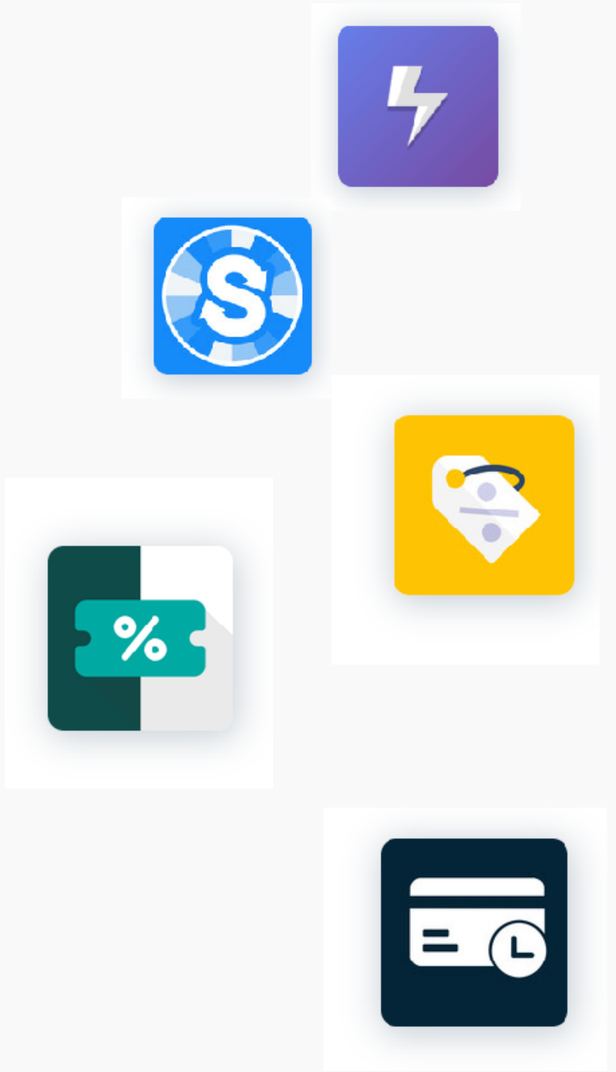
4200+ Apps

- iPhone of e-commerce
- There’s an app for that
- Omnify will research best apps
- Wholesale rules
- Spinning wheels
- Bulk discounts
- …. and more





TICKETING

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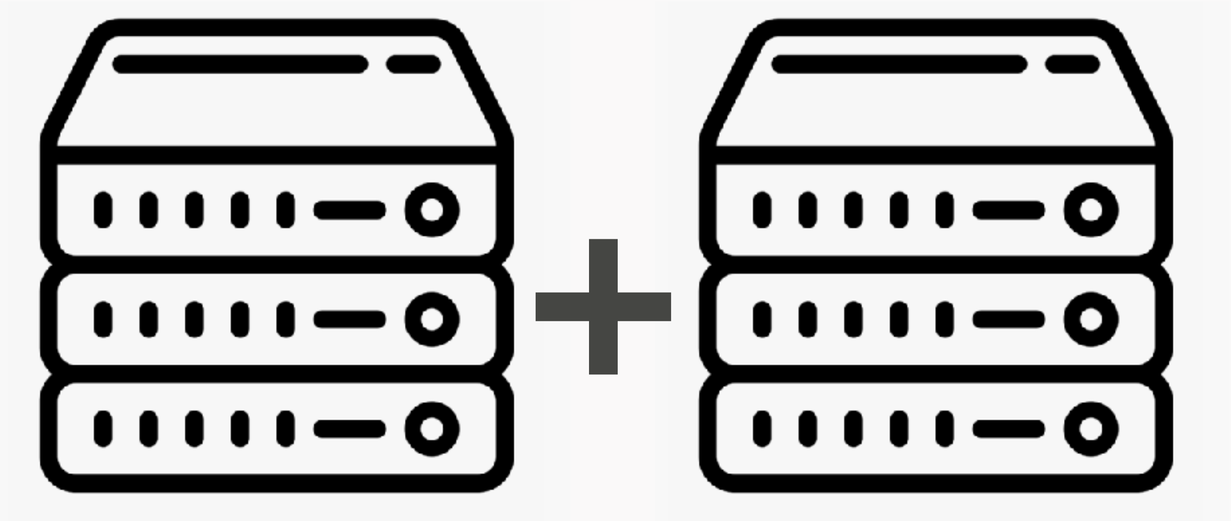
Dual Servers

- Stack Servers (scale based on demand)
- One server is for selling
- One server is for delivery
- Shopify 99% uptime guarantee



TICKETING

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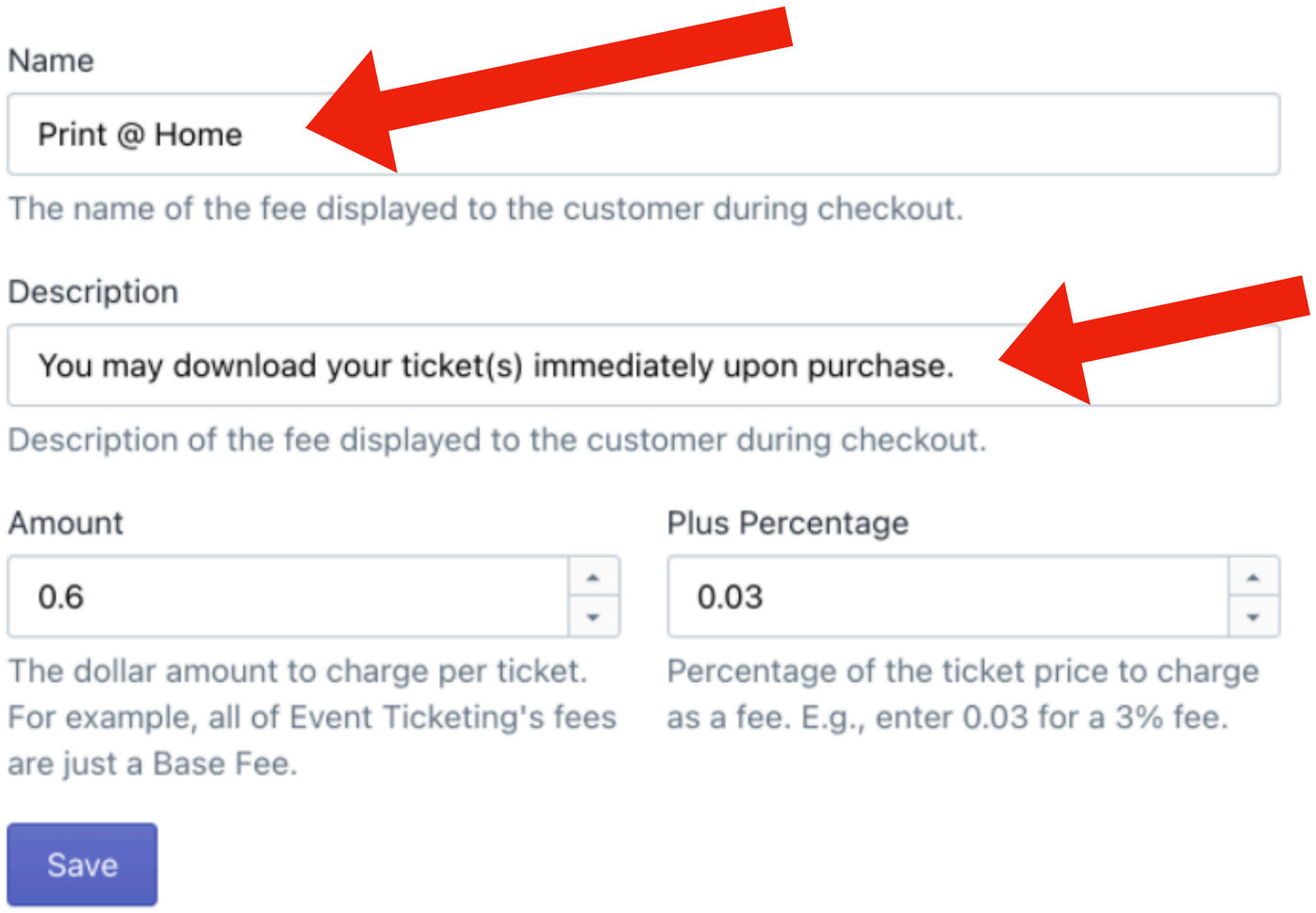
Control your own fees

- **Make as much or as little on your own itemized ticketing fees.**



TICKETING

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Ticket Pricing and Revenue

- All ticket features included
- Includes season pass feature

.59 / online ticket

Non-Members

.49 / online ticket

MAiZE Members

.39 / online ticket

Bundle
When you add any other service

TICKETING

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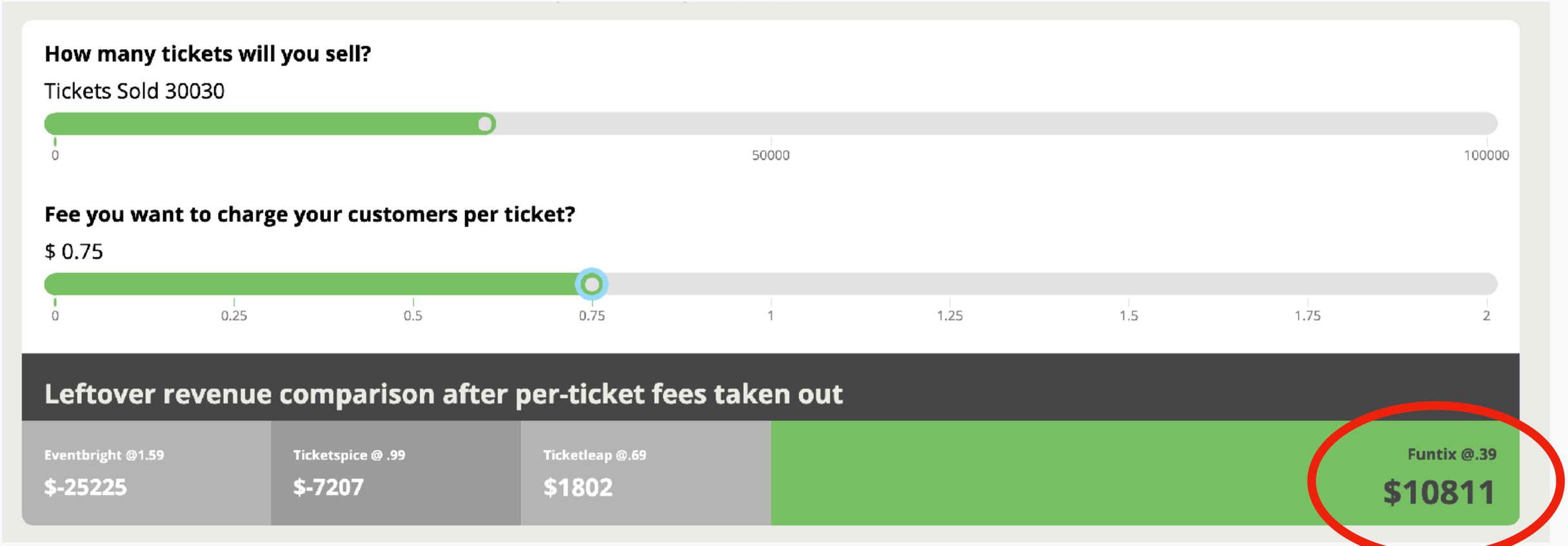
Ticket Pricing and Revenue

“Just pass the fee on”



TICKETING

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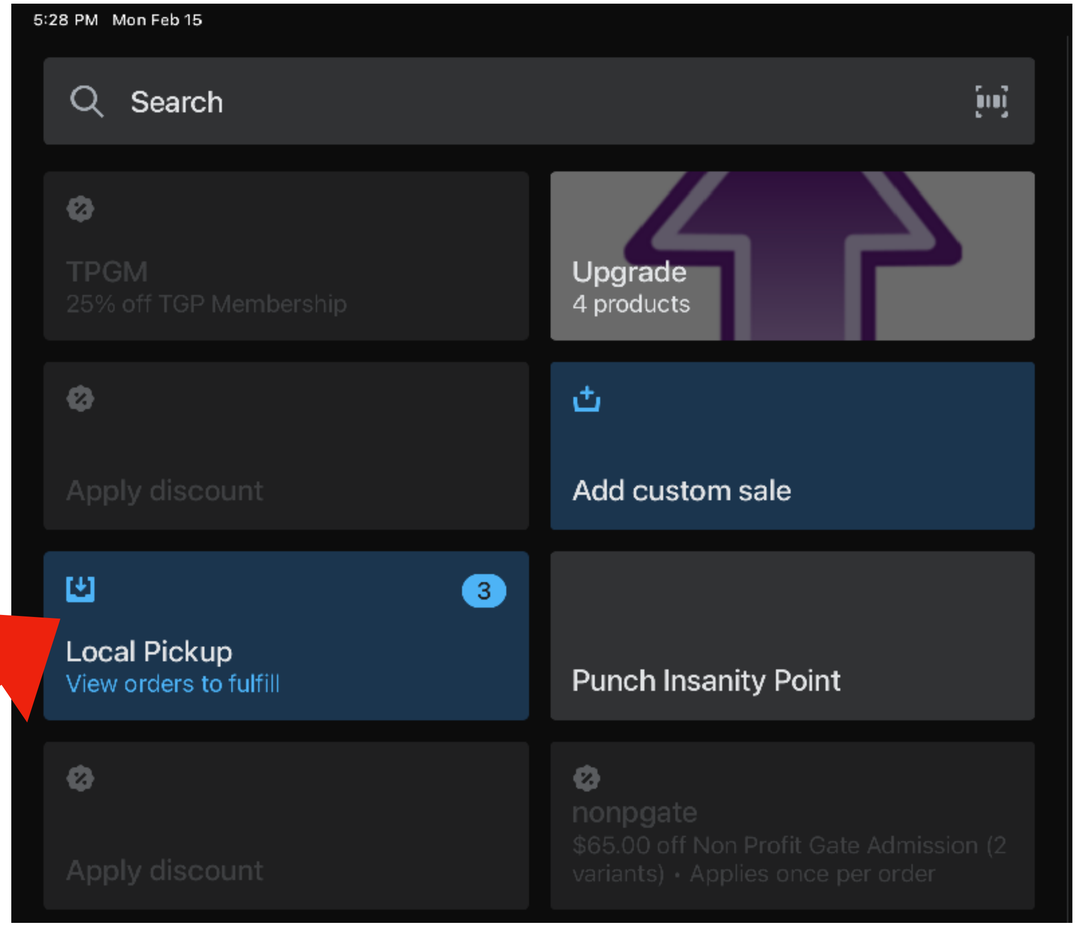
E-COMMERCE

Mobile Food & Product Ordering

- Scan to view menu
- Order from phone
- Pick up at POS



E-COMMERCE 3 OMNIFY
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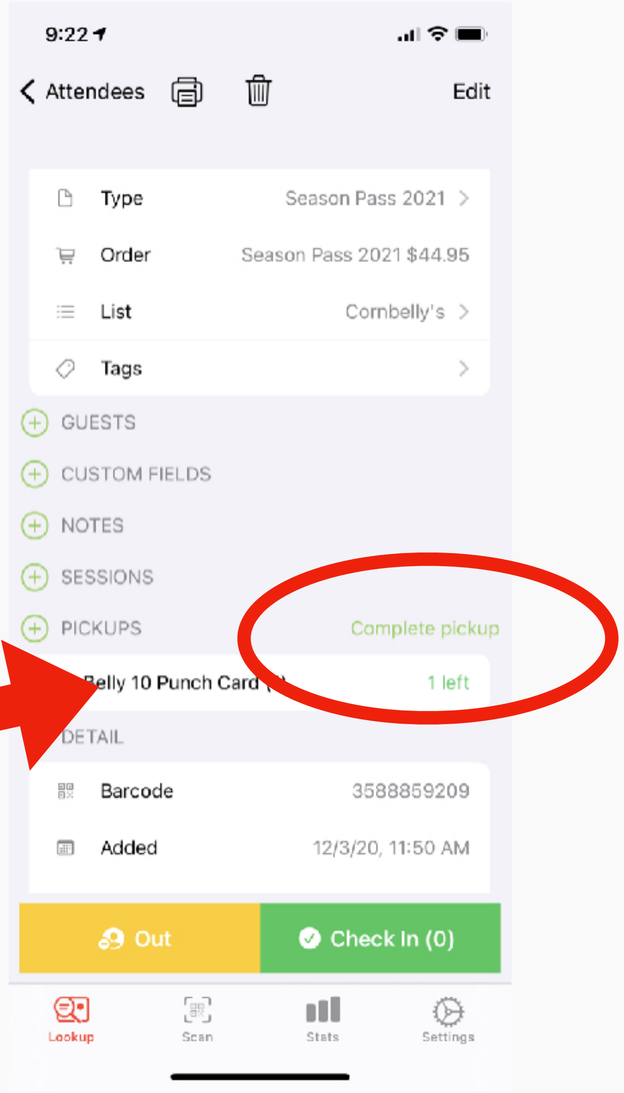
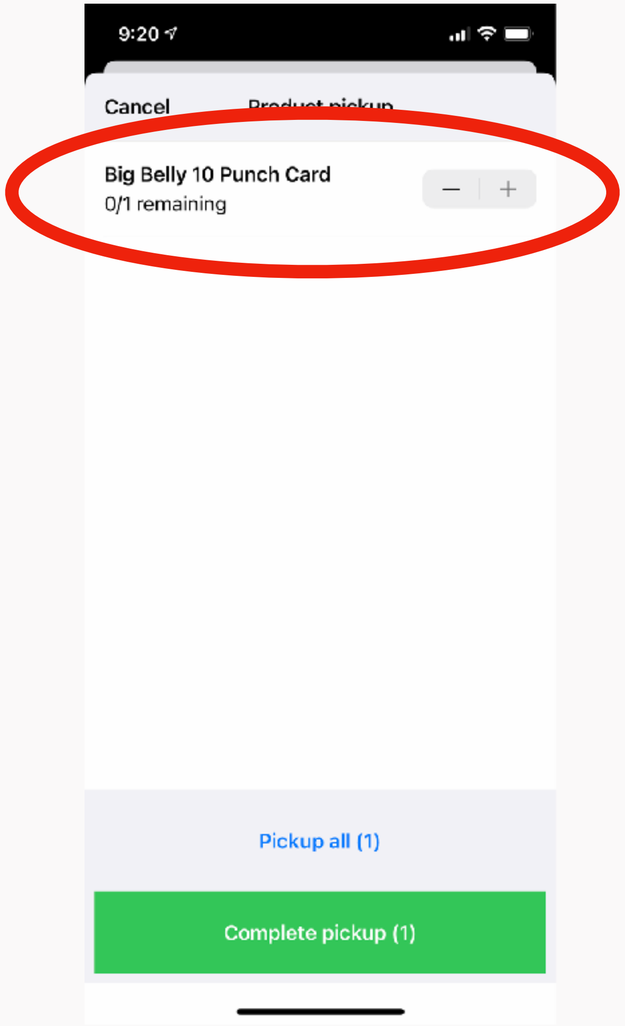
Upselling

- Upsell anything
- Fulfill when checking in
- Huge potential





TICKETING

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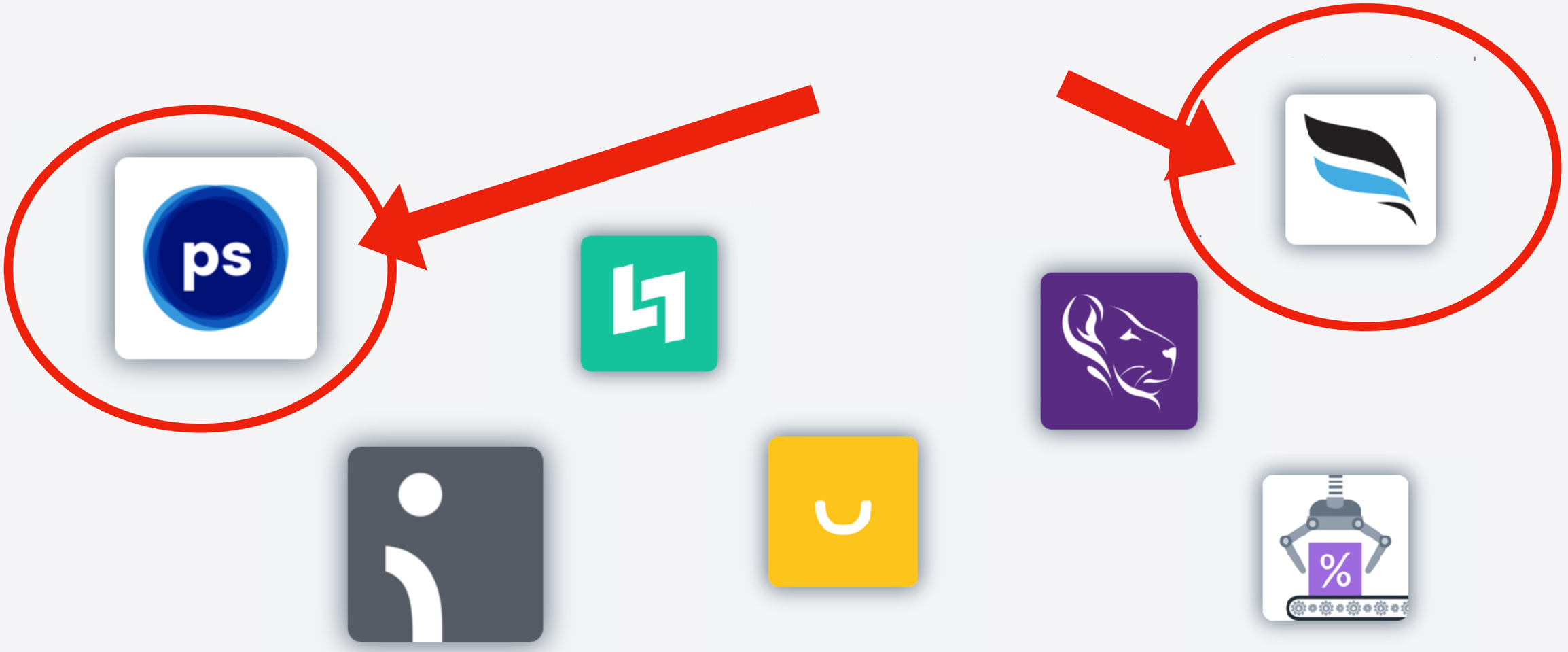
The future of partnerships and growth. Within Shopify.



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Your Account

- Manage and own your “digital keys”
- One password to all your accounts
- Never be held hostage
- Our goal is to make something complex as simple as possible for you.

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Designated Account and Project Managers

You don’t have to do it all.

Go at your own pace.

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Comparing Shopify

	Basic	Shopify	Advanced	Plus	Omnify
Locations	4	5	8	20	Unlimited
Staff	2	5	15	Unlimited	Unlimited
Processing	2.7%	2.5%	2.4%	2.4% Negotiable	2.4% Negotiable
Reporting	Basic	Basic	Advanced	Advanced	Advanced
Workflows	No	No	No	Yes	Yes
Cost	$29/mo	$79/mo	$299/mo	$2000/mo	Included

$0.59

Ticketing

$0.59/online ticket

- Time, date & reservation ticketing
- Season Passes
- Full E-Commerce Solution
- 2.4% Onsite
- 2.4% + .30c Online

Get Started

$0.49

MAiZE Member Ticketing

$0.49/online ticket

- Time, date & reservation ticketing
- Season Passes
- Full E-Commerce Solution
- 2.4% Onsite
- 2.4% + .30c Online
- MAiZE Membership Required

Get Started

$0.39

Bundle Ticketing

$0.39/online ticket

- Time, date & reservation ticketing
- Season Passes
- Full E-Commerce Solution
- 2.4% Onsite
- 2.4% + .30c Online
- MAiZE Membership Required
- Ticketing must be bundled with at least one of the following Omnify solutions:
- *Point of Sale (POS)
- *Website
- *Digital Marketing *(Social Media, Google Ads, Email)*

Get Started

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The Process

Form

Look at needs

Statement of work

Launch

Activations starting March 1

April 1st sign up deadline

OMNIFY

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www.omnifysolution.com

OMNIFY
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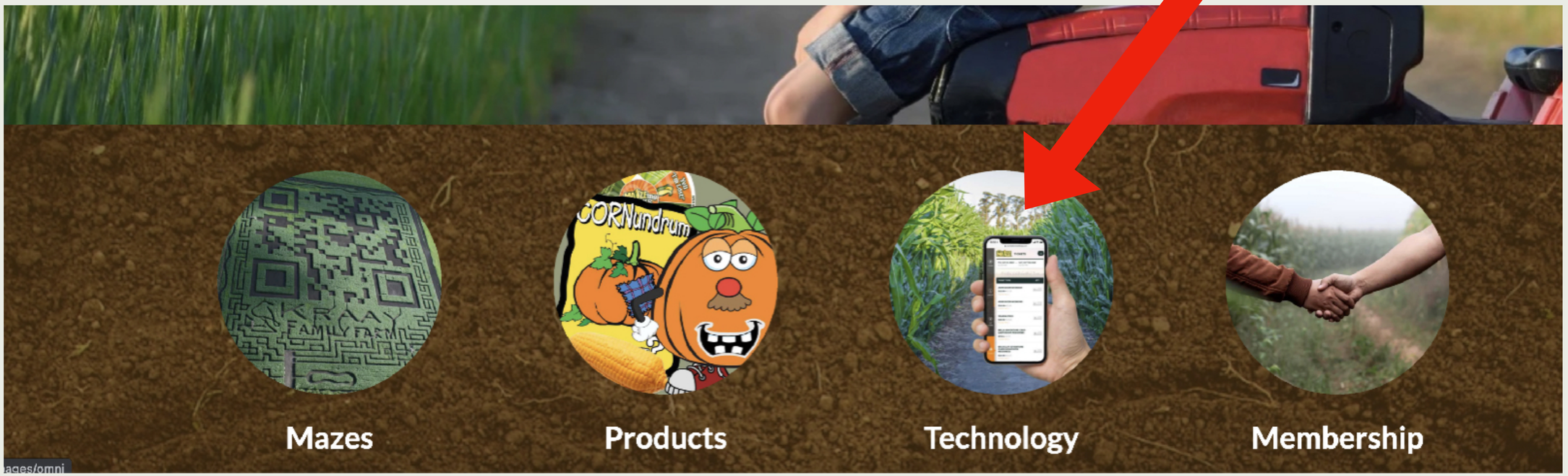
www.themaize.com



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Thank you to those who helped us test!

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Q&A

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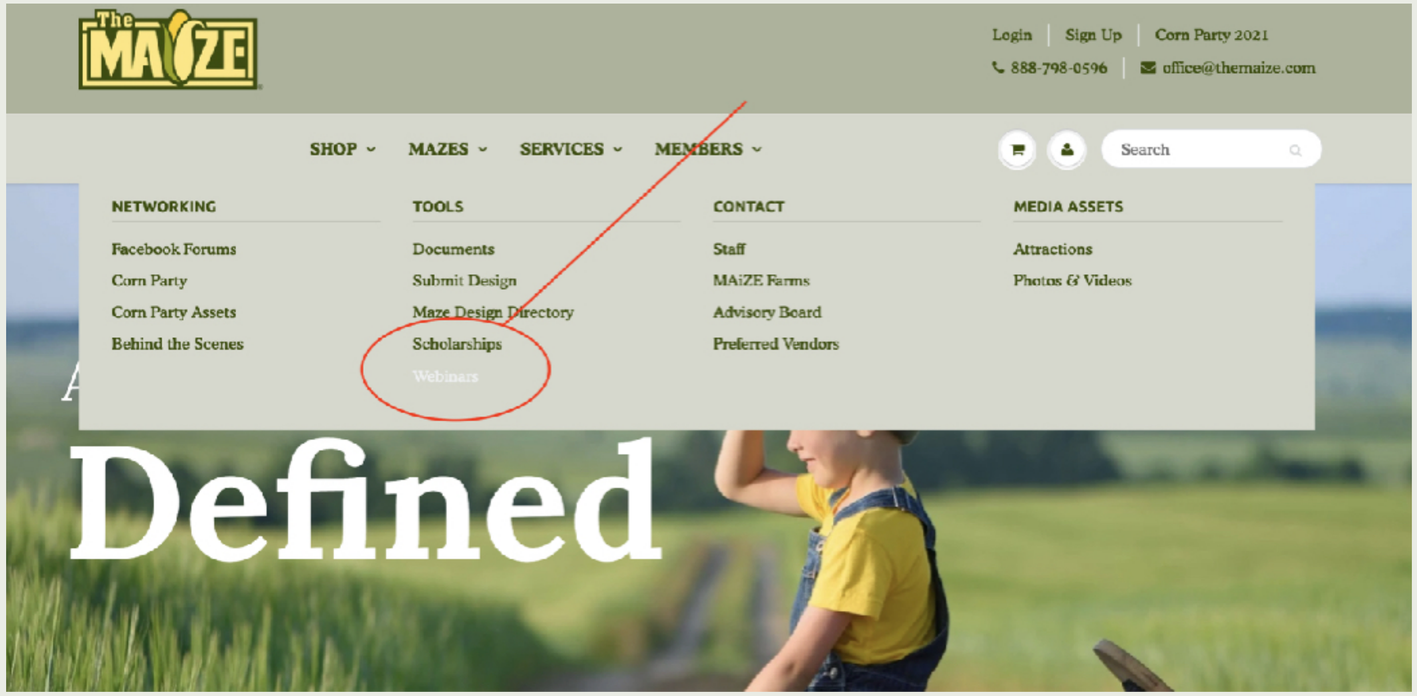
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