

COMPARISON OF ONLINE SALES AND TICKETING PLATFORMS

Website	Stripe	Ticket Tailor	Eventbrite	Lydia	Tito
Fees per transaction	1.4% + €0.25 (for European Cards) 2.9% + €0.25 (US cards)	\$25 per month on basic tier (has two more tiers for more events/transactions; can cancel anytime)	4% + €0.49 (on basic tier)	1.9% + €0.11 (roughly converted from pounds)	3% + Stripe Fees
Ease of Setting Up	Difficult - needs to be integrated into your own website	Easy	Easy	Can be difficult to set up – involves directly liaising with company, and sending verification documents for approval.	Medium - need to also set up a Stripe/PayPal account to receive money
Easy to use (from society's perspective)	Stripe itself is easy, but website integration is quite difficult. Extensive documentation on website.	Easy	Easy	Bit of a learning curve, but manageable overall. As a French startu, much of their documentation is not yet available in English.	Easy
Integrated Platform (provides both event/ticket page and payment processing)?	No, stripe is just a payment processor - need your own website or another service to create an event page	Yes	Yes	Yes	Kind of... need a Stripe or Paypal account too for payment processing, but integrates easily with Tito event page
Range of Features	Limited - payment processing only	Extensive - event page, payment processing, discount codes, tickets, event management, attendee info	Extensive - event page, payment processing, discount codes, tickets, event management, attendee info	Quite Extensive - event page, payment processing, tickets Also allows for custom once-off payments and money collection (e.g. if you need to collect money from an	Extensive - event page, discount codes, tickets, event management, attendee info

				individual member)	
Other			Holds payments until after the event takes place - if you need ticket sales revenue for cash flow purposes, this can make things awkward		

For any society that holds conferences, balls, shows, or anything that you may need to take online sales, this is a guide to help you choose an online payment processing platform. This list is not exhaustive, and lists just some of the most popular services available to you. You should research the options available and choose a platform that's right for your society and your event. Some things that you may want to consider:

Fees: How much do they charge? Most charge per transaction or per ticket sold, while others charge regular flat fees.

Ease of Setting Up: How easy and quick is it to set up and start selling online? Can you do this happen automatically, or do you need to interact directly with a sales rep?

User-friendliness: How easy-to-use is the interface for committee members? Is it easy to navigate and to set up sales pages?

Range of Features: How many features does it offer.

Integrated Platform: Some of these options offer a fully-integrated platform; where you can create a ticket/event page, sell tickets, and process and receive payments all through one website. These generally issue digital tickets, and provide ways for checking them. For others, you will need to have your own website, or to have an account with a separate payment processor.