

EventSpot from Constant Contact Brings Mobile Advances to Check-In and Ticketing Process

With EventSpot's Passbook® integration, Constant Contact takes first step in making Passbook relevant for small businesses and nonprofits

WALTHAM, Mass.--([BUSINESS WIRE](#))--More Americans now own a smartphone [45 percent of adults](#) than a traditional cell phone. This tipping point represents a tremendous opportunity for small organizations to more efficiently engage with their customers and members through mobile technology. To support this growing trend, [EventSpot from Constant Contact](#)®, Inc. (NASDAQ: CTCT) has introduced mobile-enhanced features that allow small businesses and nonprofits to promote and manage their events in a dynamic new way.

"Small businesses clearly recognize the opportunity that mobile offers. Last fall we released results of an[EventSpot Customer Survey](#) in which 81 percent said they expect to increase their use of mobile technology to market their events in the coming year," said Chris Litster, vice president and general manager of EventSpot from Constant Contact, a comprehensive online event management tool designed for small organizations. "The savings, both time and money, that mobile technologies present to our customers are huge. With these mobile integrations, EventSpot is putting our small business and nonprofit customers at the forefront of mobile innovation in event management."

Mobile Check-In

EventSpot's new features streamline the ticketing and check-in process. Tickets generated for each event attendee contain valuable, time-saving registrant information, including name, payment status, guest information, fee type, items purchased, and a QR code. With the [Event Check-In for Constant Contact](#) App, event planners and attendees benefit from an accurate, fast check-in, alleviating lines.

Passbook® Integration

EventSpot's seamless integration with [Passbook](#) puts it ahead of the industry curve. iOS6 users can download their event ticket as a pass with one push of the button, bypassing the need to download the app on their device or enter in any additional information. They can then store their ticket in one place, along with other tickets, loyalty cards, etc.

These enhancements to the EventSpot check-in experience mean added convenience for attendees, who do not need to print out tickets if they prefer to present tickets from a mobile device or Passbook. As for event planners, they can efficiently check in attendees by name, ticket number or QR code scan and mark them as attendees.

"With mobile technology becoming increasingly popular, we can expect to see even more attendees looking for the convenience of mobile registration and check-in," said Corbin Ball, CMP, CSP, Meetings Technology Analyst. "Of course, there's a learning curve, as with any emerging technology, so the more easy-to-use, mobile-enabled event management tools available to event hosts, the better."

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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<https://news.constantcontact.com/press-release-eventspot-constant-contact-brings-mobile-advances-check-and-ticketing-process>