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Fandango

 Have you ever found yourself stuck in a long line waiting to get into the movies? If your answer was “yes” to that question, Fandango may be the solution for you! The movie ticketing service that was founded in the year 2000 will let you skip those pesky lines and head straight on into the theater. Fandango is one of multiple businesses founded by entrepreneur J. Michael Cline, a Cornell and Harvard graduate. While most of Cline’s businesses are within the medical field such as Accumen Inc and Accolade Inc, the leading outsourcer of lab operations and the leading vendor in population health services respectively, Fandango and Panthera Poaching Cam are the two outliers on his resume. Panthera was invented by him and his brother to help preserve the lives of big cats, such as tigers and lions. Fandango on the other hand was just his third business he created, and it’s been a great success.

 Fandango is more than just a ticketing site though, it has exclusive movie news, a theater locator, and even its very own streaming service known as Vudu. The site has multiple reasons why people keep coming back; early-bird ticketing, seat selection, rewards points, and to top it all off it’s free to use. Since those customers keep coming back Fandango finds itself sitting at the number fifteen spot for web traffic under the Arts & Entertainment category for websites. Fandango sits behind a lot of titans in the Arts & Entertainment category including YouTube, Netflix, Hulu, Hbomax, and Imdb. Its users generally spend about two and a half minutes on the site and are slightly predominately male coming in at 51 percent of their traffic. Fandango is almost exclusively used in the United States, second and third ranked countries for use, Canada and the United Kingdom combined only total 0.7% of traffic to the site. All ages are seen present on their site from 18-80, but the lion's share is coming from 25-34 year olds. It has a 38.62% bounce rate, which is the percentage of people who leave the site after only viewing one page.

Undoubtedly the main reason people are coming back to Fandango is the combination of being free to use and their exceptional rewards system. Fandango rewards system is a point-based system that isn’t directly correlated to a dollar amount spent. A customer needs to hit the 500 point threshold to earn a 5 dollar voucher that they may spend on a ticket from Fandango, or also can be used on their streaming site Vudu. Generally speaking, customers are rewarded with 125 points per ticket, but Fandango has been known to run promotions that see ticket points doubled for periods of time. In addition to their own points system, if you have a theater rewards card such as AMC stubs, or Disney Movie Insiders you can link your account to your Fandango account and double dip on reward points. So next time you’re at the movie theater standing in line waiting to get your tickets, you should ask yourself, is there any reason that I shouldn’t be using Fandango?