



Stanford Athletics Uncovers Hidden Revenue with WMT + vivenu

The Challenge

For years, ticket pricing across industries, including college athletics, has been constrained by outdated systems that couldn't keep pace with real-time demand. Pricing adjustments were blunt, manual, and often left revenue on the table.

For Stanford Athletics, this meant relying on broad blocks of seats grouped into Price Scales or Price Levels, where dozens or even hundreds of seats shared the same static price. Updates weren't fully automatic, which required constant oversight. On top of that, Stanford Athletics lacked granular control over distribution, with little ability to manage how inventory flowed between primary and secondary markets.

This created two major gaps:

- Revenue left on the table because pricing couldn't reflect true market demand down to the row.
- Limited control over distribution, making it harder to manage inventory strategy across all marketplaces.

The Solution

To solve these challenges, Stanford Athletics' primary ticketing provider, vivenu, partnered with WMT to bring the best of both worlds: a modern, flexible ticketing system combined with an AI-driven pricing and distribution engine that gives organizations complete control of ticket value.

This integration delivered:

- **Dynamic micro-pricing** down to the row level, ensuring every seat reflected real-time demand.
- **Automated, intelligent adjustments**, eliminating the inefficiencies of manual price updates.
- **Granular control over distribution**, allowing Stanford to manage how much inventory was sold on primary vs. secondary markets.
- **Near real-time data via vivenu APIs**, powering faster, smarter pricing decisions.

19.4%

of total ticket revenue for Stanford Basketball driven by dynamic pricing



The Impact – Football

12%

of total ticket revenue driven by dynamic pricing

3,920,000+

automated, seat-level price changes

194 hrs

of manual pricing work eliminated - equivalent of 26 work days

14%

increase per ticket on average

The Impact – Basketball

19.4%

of total ticket revenue driven by dynamic pricing

872,000+

automated, seat-level price changes

242 hrs

of manual pricing work eliminated - equivalent of 30 staff work days

24%

increase per ticket on average

WMT + vivenu

Stanford Athletics' breakthrough came from the integration of vivenu's modern ticketing platform with WMT's AI-powered pricing engine. Instead of static scales and delayed adjustments, the combined system delivers:

Real-time intelligence via APIs: Every sale, demand signal, and inventory update flows instantly into WMT's AI pricing model, ensuring no opportunity is missed.

Row-level precision: Tickets are priced based on actual market conditions, creating value where static blocks once left money on the table.

Unified marketplace visibility: Primary and secondary sales can be managed side by side, giving Stanford Athletics full visibility and control of distribution and pricing strategy.

Adaptive optimization: Whether the goal is to maximize revenue, drive attendance, or balance both, the platform shifts automatically to match strategy.

The result is not just better pricing—it's a fundamentally new way to manage ticketing: faster, smarter, and more profitable, setting a new standard for live events.

About WMT's AI Ticketing

WMT's AI Ticketing gives organizations complete control of ticket value, using AI to adjust prices, optimize distribution, and unlock new revenue in real time. Its proprietary models use demand data to power precise, dynamic pricing.

About vivenu

vivenu is a modern, API-first primary ticketing platform built for flexibility and control. Its open architecture makes it easy to manage operations, scale distribution, and integrate seamlessly with solutions like WMT's AI Ticketing.