

# Spotlight on Tickeri:

## Powering the Latino music scene with PayPal's scalable solutions

Tickeri first took the stage in 2011, founded by two brothers who had a deep passion for live events and the Latino community. What began as a vision to create an accessible ticketing platform quickly grew into an industry-leading business. Latinos have long been an underserved community in the tech space, especially when it comes to live event ticketing. Tickeri was built to change that — creating a seamless way for Latinos to discover and attend concerts, festivals, and cultural events that celebrate their heritage. More than just a ticketing platform, it serves as a bridge between communities, artists, and the experiences that bring them together.

Serving Latino audiences across the United States, their mission is to help Latino first-generation and immigrant-owned event businesses achieve growth. Tickeri transcends the conventional notion of a business — it embodies the spirit of family. With multiple sets of families working together at Tickeri, the company thrives on a shared commitment to fostering community and celebrating diverse cultures. United by a passion for live events and a dedication to excellence, the team is both deeply connected and highly skilled. They pride themselves on connecting Latinos to their roots through music, festivals, comedy, and more.

We had the privilege of speaking with CTO Javier Gonzalez and VP of Product Adrian Torroella-Cruz. They shared how the Tickeri Familia have leveraged PayPal from the beginning to better honor, understand, and meet the unique needs of Latino eventgoers.



# 53%

reduction in fraud<sup>2</sup>

# 27.5%

reduction in  
chargeback disputes<sup>2</sup>

# 17%

reduction in issuer  
declines<sup>2</sup>



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The opportunity.

# Tickeri enhanced its platform to better meet the needs of its Latino audience

From the beginning, Tickeri's goal was to expand into new markets while building trust with Latino eventgoers. A seamless, mobile-first payment process was key to ensuring accessibility for a diverse audience.

"Cultural events are everything in the Latino community. For many, buying a ticket on Tickeri is their first-ever online transaction, which is really special," said Javier Gonzalez, Co-founder & CTO of Tickeri.

This dynamic shaped Tickeri's approach to ticketing. With 95% of users purchasing on mobile, a seamless checkout experience wasn't just a preference — it was essential.<sup>1</sup> Additionally, Latino audiences often purchase tickets closer to event dates, with 80% of sales occurring in the final 24 to 48 hours.<sup>1</sup> Meeting this demand required a payment process that was fast, secure, and effortless, particularly for first-time online shoppers.

To support these distinct buying habits, Tickeri integrated a suite of PayPal solutions, ensuring fans could purchase tickets with confidence while event organizers benefited from a more streamlined, reliable payment system. These solutions are part of [PayPal Open](#), a unified commerce platform that helps fuel Tickeri's evolving needs for growth.





The solution.

# PayPal's products help Tickeri scale

Tickeri integrated PayPal Braintree over a decade ago. As the company grew, it sought to enhance their platform by integrating additional PayPal solutions.

By leveraging PayPal Checkout, PayPal Pay Later, and Chargeback Protection—Tickeri improved the user experience while enhancing back-end operations.

With [PayPal Braintree](#), Tickeri was able to easily add to their solution stack. Gonzalez emphasized, “We can simply say, ‘we want this payment method’ or ‘we want that wallet,’ and it just works.” This combination of intuitive instrumentation for secure checkout and comprehensive back-end payment processing improves Tickeri’s ability to process payments at scale.

[PayPal Checkout](#) helps Tickeri provide a seamless and secure payment experience, increasing customer trust and conversion rates. By reducing friction at checkout, PayPal enables Tickeri to boost sales and focus on future growth.

Recognizing that many of their customers preferred flexible payment plans, Tickeri implemented [PayPal Pay Later](#). This popular “buy now, pay later” solution allows fans to split ticket costs into manageable installments rather than paying a lump sum upfront. Pay Later allows customers payment flexibility and increases overall sales for Tickeri. “It’s been great to have the Pay Later feature for our customers. They love it. We want to have Pay Later front and center as we work towards big festivals because those are high ticket items,” said Torroella-Cruz. Speaking to the ease of integrating Pay Later into Tickeri’s tech stack, Gonzalez added, “It’s like flipping a switch.”

Tickeri also implemented [Pay Later Messaging](#) to let their customers know that they can pay over time while browsing their site. The integration was “amazingly simple,” said Gonzalez.

Enabling [PayPal’s Chargeback Protection](#) solution helps Tickeri manage its risk. Before adopting Chargeback Protection, chargebacks and fraud were a concern. Torroella-Cruz said, “Instead of spending hours fighting chargebacks, our team can focus on what really matters — helping independent promoters grow their businesses and bring incredible live experiences to our community. So, I think from that perspective, it’s been a game changer.”





**PayPal has been  
the go-to payment  
method for Latinos  
for years.**

**Javier Gonzalez**  
Co-founder & CTO, Tickeri

The impact.

# Taking center stage with PayPal, Tickeri streamlines payments and improves operational efficiencies

Tickeri achieved groundbreaking results for the Latino live event community by integrating PayPal solutions for a smoother online checkout. “When we added PayPal Checkout, and again with Pay Later, we saw an immediate uptake,” said Gonzalez.

After implementing PayPal Checkout, its usage skyrocketed among Latino event-goers reaching 8% of Tickeri’s total transactions. And with the addition of PayPal’s risk mitigation tools, the Tickeri Familia can now focus on what truly matters: empowering event organizers and strengthening the Latino concert scene.

Chargeback Protection enabled Tickeri to reduce fraud by 53%, and reduce overall disputes by 27.5%, allowing their team to focus on business growth rather than fraud disputes.<sup>2</sup> “We used to have team members whose entire full-time job was responding to chargebacks and fighting fraud,” said Gonzalez. Today, those team members are “no longer having to do any of that. It’s helped tremendously.”

By integrating this suite of PayPal payment tools, the Tickeri Familia goes above and beyond simply processing online purchases. Together, Tickeri and PayPal are expanding access to live events for an economically diverse Latino audience. By offering more ways to pay, they are making concerts and festivals more accessible while empowering event organizers to grow their businesses. With a seamless and secure ticketing experience, Tickeri is set to bring even more Latino communities closer to the music and cultural events that matter most.<sup>1</sup> This sets Tickeri on a path to bring their ticketing platform to more Latino communities worldwide.

