Kristian Nikula
52117415

WHO WINS THE TICKET SEARCH?

MILESTONE 1


Xcel Energy Center
BUD LIGHT
LOFFLER

minnesota wild tickets

Tekoälytila | Kaikki | Kuvahaku | Lyhyet videot | Videot | Verkkohaku | Teokset | Lisää | Työkalut

NHL.com
https://www.nhl.com › wild › singl... · Käännä tämä sivu

Single Game Tickets | Minnesota Wild

Each ticket package includes a ticket to the game and an original Wild-themed Mystery Squishy Dumpling. Supply is limited, so get yours before they're gone!

NHL.com
https://www.nhl.com › wild › tickets · Käännä tämä sivu

Tickets | Minnesota Wild

Tickets for every game at Grand Casino Arena are on sale now! Buckle up - it's worth every minute. Purchase Tickets · Ticket Packs ...

Ticketmaster
https://www.ticketmaster.com › artist · Käännä tämä sivu

Minnesota Wild Tickets | 2026-2027 NHL Tickets & Schedule

Minnesota Wild tickets for the 2026-27 regular season are available for purchase on Ticketmaster, the Official Ticket Marketplace of the NHL. Be sure to add the ...

StubHub
https://www.stubhub.com › ... › Hockey › NHL

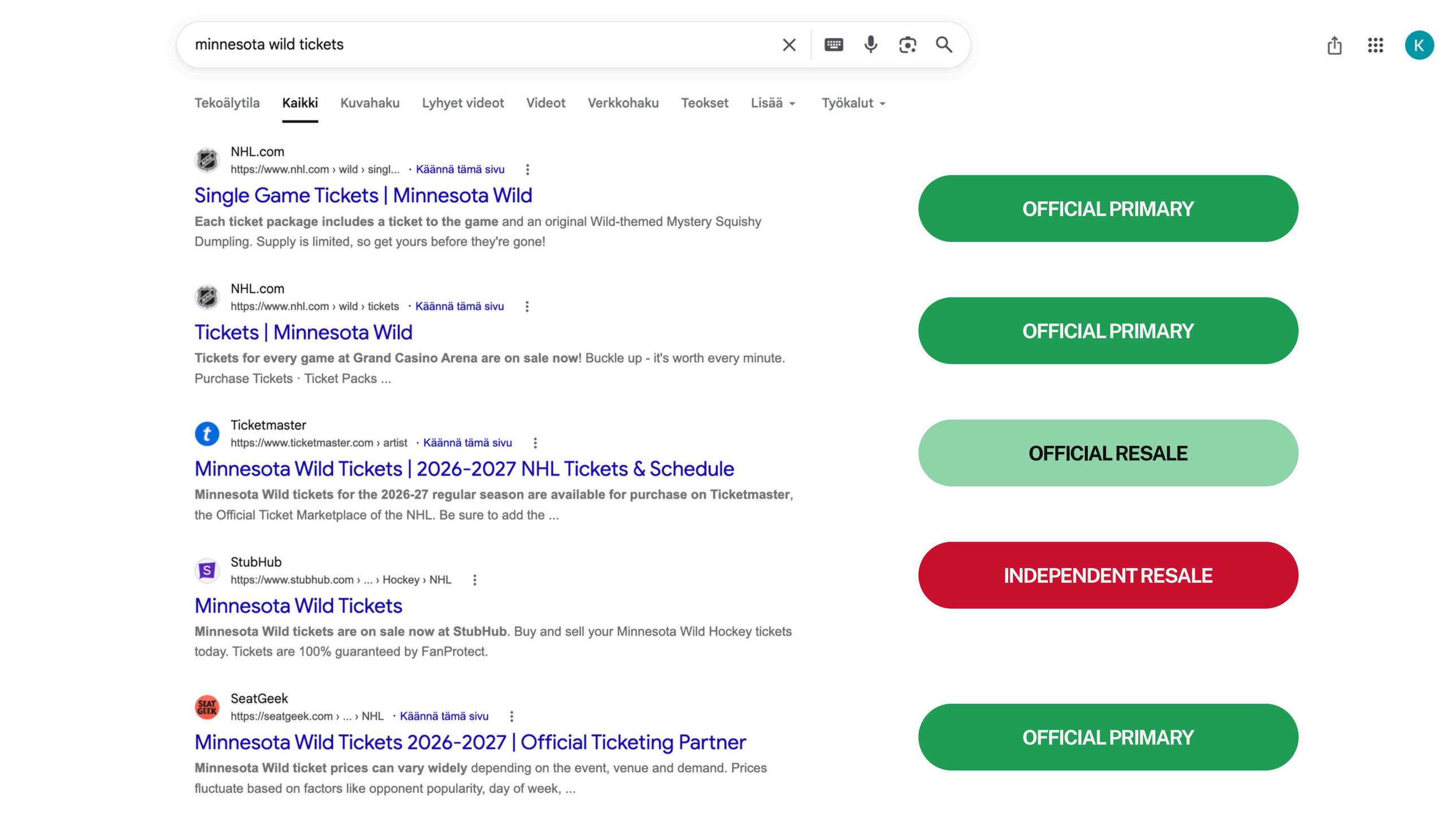
Minnesota Wild Tickets

Minnesota Wild tickets are on sale now at StubHub. Buy and sell your Minnesota Wild Hockey tickets today. Tickets are 100% guaranteed by FanProtect.

SeatGeek
https://seatgeek.com › ... › NHL · Käännä tämä sivu

Minnesota Wild Tickets 2026-2027 | Official Ticketing Partner

Minnesota Wild ticket prices can vary widely depending on the event, venue and demand. Prices fluctuate based on factors like opponent popularity, day of week, ...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OFFICIAL PRIMARY

minnesota wild tickets

Vivid Seats
https://www.vividseats.com › perfo... · Käännä tämä sivu

Minnesota Wild Tickets & 2026-2027 Wild Schedule

Currently, **Wild tickets** start at $18, with an average price of $94. Prices vary by opponent, date, seat location, and game type (preseason, regular season, ...
Alkaen hinnasta 19,00 $

INDEPENDENT RESALE

Viagogo
https://www.viagogo.com › ... › Hockey › NHL

Minnesota Wild Tickets

Minnesota Wild Tickets · 37 events at Grand Casino Arena - Saint Paul · Nov. 6. Fri. San Jose Sharks at Minnesota Wild · Nov. 7. Sat. Tampa Bay Lightning at ...

INDEPENDENT RESALE

eBay
https://www.ebay.com › MN-Minnes... · Käännä tämä sivu

MN Minnesota Wild Hockey Tickets for sale

Get the best deals on **MN Minnesota Wild Hockey Tickets** when you shop the largest online selection at eBay.com. Free shipping on many items | Browse your ...

INDEPENDENT RESALE

Grand Casino Arena
https://www.grandcasinoarena.com › ... · Käännä tämä sivu

Minnesota Wild

As a SeatGeek venue, **you can access your tickets through the Minnesota Wild App**, through SeatGeek.com or the SeatGeek App. Learn more about our SeatGeek ...

OFFICIAL PRIMARY

Goooooooooogle ›
1 2 3 4 5 6 7 8 9 10 Seuraava

minnesota wild tickets

TickPick
https://www.tickpick.com › ... › NHL · Käännä tämä sivu

Cheap Wild Tickets 2026-27 | Schedule, No Service Fees

Cheap Wild tickets for the 2026-27 season with no service fees. Every home game at Grand Casino Arena, get-in prices, schedule and seating tips.

INDEPENDENT RESALE

NHL.com
https://www.nhl.com › wild › tickets · Käännä tämä sivu

Minnesota Wild mobile-ticketing guide

The **Minnesota Wild** are exclusively using mobile entry for access to all home games at Grand Casino Arena. Mobile **tickets** are the safest, most convenient, ...

OFFICIAL PRIMARY

Ticketmaster
https://www.ticketmaster.com › artist · Käännä tämä sivu

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4,5 ★★★★½ (1 376)

OFFICIAL RESALE

BookSeats
https://bookseats.com › minnesota-... · Käännä tämä sivu

Minnesota Wild Tickets & Travel Packages

Buy official Minnesota Wild tickets. Add travel and save over 30% on your total trip. No hidden fees. 5-star rated.

INDEPENDENT RESALE

Event Tickets Center
https://www.eventticketscenter.com › ... · Käännä tämä sivu

Minnesota Wild Tickets

Get Minnesota Wild tickets. View Minnesota Wild 2026 Schedule. Secure Seats for Minnesota Wild home games, away games and playoff games.

INDEPENDENT RESALE

Hellotickets
https://www.hellotickets.com › minnesota-wild-tickets

Minnesota Wild Tickets - All games 2026-2027



INDEPENDENT RESALE

EXAMPLE: MINNESOTA WILD

Three seller types compete for one click

OFFICIAL PRIMARY

- Original tickets
- Team sets the price
- Team keeps the revenue

wild.com (team site)

SeatGeek (primary partner)

OFFICIAL RESALE

- Holders resell seats
- Team approved
- Team paid as partner

SeatGeek (Wild resale)

Ticketmaster (NHL marketplace)

INDEPENDENT RESALE

- No team deal
- Holders and brokers sell
- Platform takes a fee

StubHub

TickPick

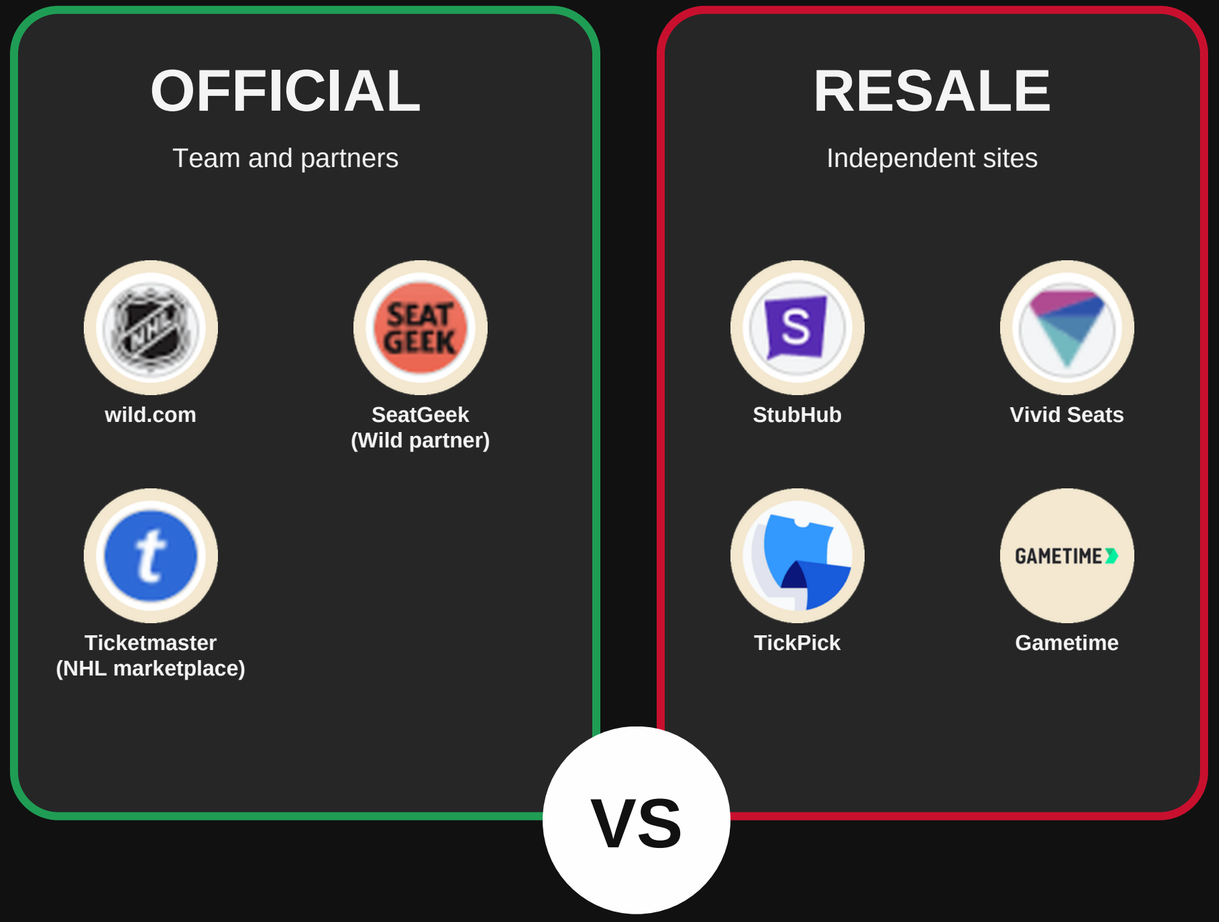
Gametime

...and many more...

WHY IT MATTERS **Same seat, same game everywhere: rank gaps come from content and brand, not the product**

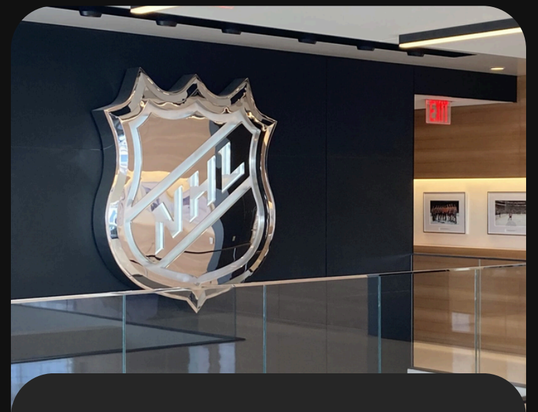
Research Question

Which observable content features are associated with higher organic Google rankings for NHL team ticket searches, and do these associations differ between official and independent resale sellers?



WHY IT MATTERS

Full arenas send single game buyers to resale



32

teams, 42 home games each, 1,344 games in total



23.2M

fans, record season



97.5%

arenas full, 2025–26



~85%

Leafs seats to season tickets

WHY TICKET SELLERS CARE

Rank drives clicks, and content is what sellers control

OFFICIAL: THE TEAM

wild.com, SeatGeek, Ticketmaster

- Unsold seats: a resale click can cost the sale
- Direct sale = the team knows the fan

Official sale

Team keeps it, minus platform fees

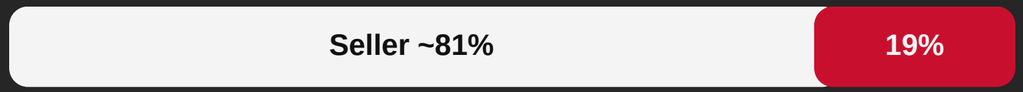
+ fan data

RESALE PLATFORMS

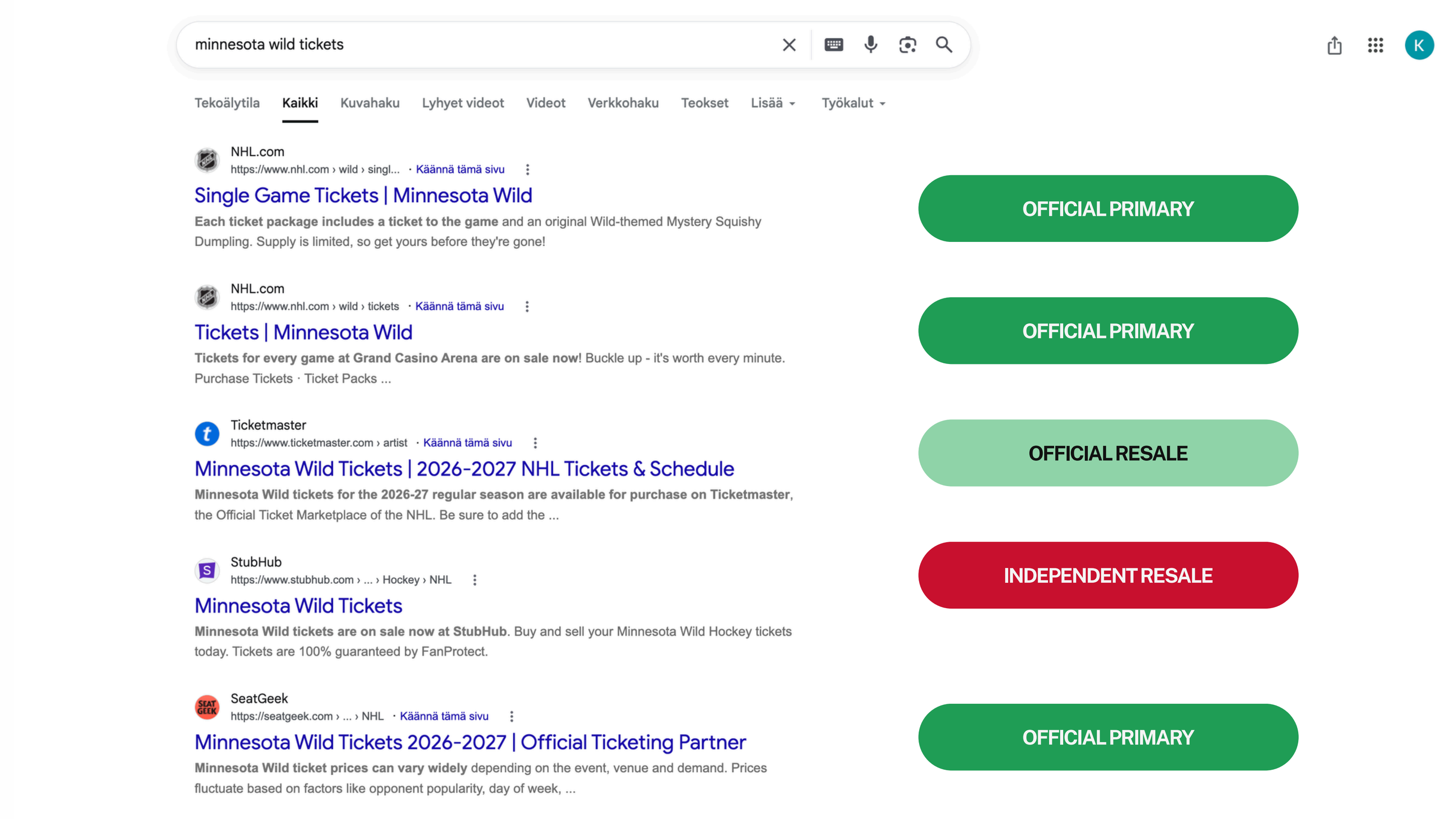
StubHub, Vivid Seats, TickPick, Gametime

- Search is a key traffic source
- Top rank = buyers without paying per click
- They earn a fee on every ticket

Resale



StubHub 2025: $9.2B sold, $1.7B kept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Kaikki
Kuvahaku
Lyhyet videot
Videot
Verkkohaku
Teokset
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OFFICIAL PRIMARY

DATA AND METHOD

96 searches, run twice, every top page scraped

1 Queries

[team] tickets

[team] tickets cheap

[team] vs [opponent] tickets

›

2 Data



96

searches: 32 teams × 3 queries

›

3 Code and scrape

Top 10 coded by seller:

Team site

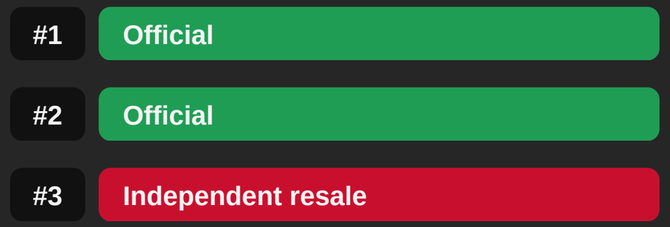
Authorized partner

Independent

Who ranks first, and which content goes with it

H1 STEP 1: WHO WINS

Official sites hold more top 3 spots



Test: Chi square

H2 STEP 1: WHERE RESALE WINS

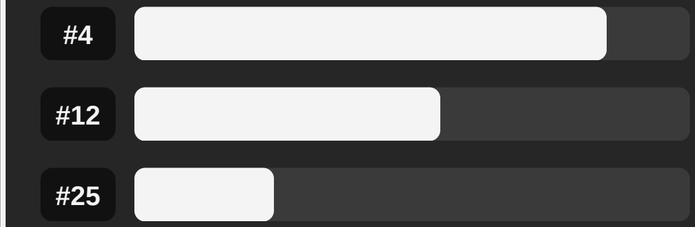
Resale wins more on cheap and matchup searches



Test: Chi square

H3 STEP 2, MAIN: WHAT CONTENT WINS

Closer to top content = higher rank, by seller type



Test: TF IDF + Spearman, LDA to explore

ONLINE REPRESENTATION → H1, H2

- A few big sites take most top spots in a category (Xiang et al., 2008)
- Strong brands get more organic traffic (Baye et al., 2016)
- Who wins shifts by search: brand on broad, relevance on specific (Nagpal & Petersen, 2021)

Official sites should lead, but resale can win specific searches

SEO CONTENT → H3

- Text built to resemble top ranked pages climbed the rankings (Reisenbichler et al., 2022)

Similarity to the top 3 is a measurable content signal

EXPECTED CONTRIBUTION

Both sides learn which content ranks higher

FOR TEAMS

See which searches the team loses organically, then test: fix the content (SEO) or buy the spot (SEA).

[team] tickets	SEO or SEA?
… tickets cheap	SEO or SEA?
… vs [opponent]	SEO or SEA?

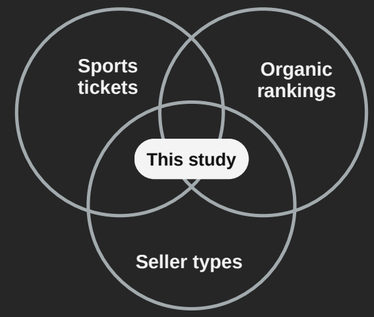
FOR RESALE PLATFORMS

Learn which content features go with higher organic rankings, to win buyers without paying per click.

- Better content
- Higher organic rank
- Buyers without paying per click

FOR RESEARCH

An NHL specific comparison of organic visibility and content across team, partner and resale sites.



LIMITS

1. Associations, not causes
2. Ads and AI answers not modelled
3. One location

Kristian Nikula

Contribution: which content goes with higher organic rankings in NHL ticket searches, for teams and resale platforms

Thank You!

