LEMONWAY / CUSTOMER STORIES

Two ticketing case studies

Billetweb and Supersoniks, with Lemonway

Two case studies on growth, payment integration and operational simplicity in ticketing.

Billetweb	Supersoniks
From €3M to €300M in sales, through a payment partnership designed for a ticketing marketplace.	A ticketing, CRM and website platform serving 270 cultural venues and automating payment flows.

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About Lemonway

Lemonway is a pan-European payment institution serving marketplaces and alternative finance platforms with secure, regulated payment processing and funds collection. Lemonway is regulated by the ACPR and passported across 29 European countries.

01 / BILLETWEB

Billetweb: from startup to leading online ticketing platform, with Lemonway as a growth partner

Billetweb is an online ticketing solution that enables event organisers to create, promote and manage their events end to end, from ticket sales and registrations to access control and attendee tracking.

With more than 100 million tickets sold, close to one billion euros in cumulative gross sales and 15,000 active organisers, the platform has become a reference in a demanding market.

100 M	15 000	~1 Md€	x100
tickets sold	organisers	cumulative sales	growth

The challenge: finding a payment partner that understands ticketing

Like many companies in the sector, Billetweb initially faced the limitations of traditional banks, which struggled to understand the specific business model of online ticketing. Théophile GURLIAT, CEO and founder, set out to find a payment partner suited to the business.

The objective was clear: secure a reliable solution that could be deployed quickly and support a fast-growing marketplace.

Why Lemonway?

From the very first contact, Lemonway stood out for its responsiveness and its ability to understand the ticketing model. As an independent French player with pricing suited to marketplace platforms, Lemonway matched Billetweb's needs closely.

20 days

A smooth integration that allowed Billetweb to focus on commercial growth.

What ultimately convinced the founder was the combination of industry expertise, a tailored approach and a committed team, perceived from the outset as a true partner rather than a mere service provider.

A true partnership and shared growth

The relationship between Billetweb and Lemonway goes beyond the contractual framework: it is a long-term co-evolution. Billetweb processed €3 million in sales at the beginning of the partnership. Today, the platform processes €300 million, representing 100-fold growth.

> *“We started with you at €3 million in sales. We now process €300 million. It is a true partnership: we have evolved together. Our success is inseparable from yours.”*
>
> **Théophile GURLIAT, CEO and Founder, Billetweb**

Billetweb’s expectations remain fundamental: stability, reliability and PSP-level standards suited to payment challenges, including acceptance rates, payment method coverage and transaction security.

Looking ahead

Billetweb’s growth journey is only beginning. To establish itself as a lasting reference in online ticketing in France, the platform needs a robust, reliable and agile payment partner.

> *“More than ever, if we are to continue growing and become a reference, we need a reliable PSP. This partnership is inseparable from our success.”*
>
> **Théophile GURLIAT, CEO and Founder, Billetweb**

Source: https://www.lemonway.com/references/billetweb-partenaire-paiement-lemonway

02 / SUPERSONIKS

Supersoniks streamlines live entertainment ticketing with Lemonway

A French provider of ticketing, CRM and websites for live entertainment, Supersoniks supports around 270 cultural venues in France, including national stages, live music venues, theatres, opera houses and film festivals.

The company is one of the ten winners of the French Ministry of Culture's "Innovative ticketing solution" call for projects, as part of France 2030. Its Lemonway-powered payment infrastructure helps it industrialise refunds, absorb traffic peaks and offer the payment methods audiences expect today.

270	85%	~120
venues equipped	of French SMAC venues	clients on Lemonway

From communications agency to software publisher

Supersoniks was founded in Tours in 1999 by Franck Lollierou and Laurent Fortier. Initially a graphic and digital communications agency, the company spent more than ten years developing websites, applications and interactive materials.

The ticketing journey began in 2010 with a project for Le Temps Machine, a live music venue in Tours. The team found that no ticketing tool was well suited to these organisations: legacy solutions were expensive and complex, designed for large cultural seasons. Supersoniks therefore embedded a first ticketing module directly into the venue's website.

Word of mouth spread quickly. In 2014, Supersoniks launched its first full ticketing software product, immediately deployed by four organisations. Eleven years later, the company reports:

- 270 venues equipped across France.
- Around 85% of French venues awarded the SMAC label.
- 30 to 40 new clients each year.
- Around a dozen websites delivered each year for ticketing customers.
- A complete ecosystem: ticketing, CRM, websites and soon a mobile application.

Supersoniks also equips national opera houses, the Théâtre National de Strasbourg and film festivals such as SérieMania, Premiers Plans and the La Rochelle festival. Two distribution channels coexist: Supersoniks directly for theatre, dance and opera, and SoTicket, the brand of the Soocop cooperative for live music.

> *“We consider that we have two end customers: the people buying tickets, and the people running the operation and using our solution for up to seven hours a day. As a business tool, we have a duty to make life easier for both.”*
>
> **Franck Lollierou, Co-founder of Supersoniks**

Payment integration: the turning point

For a software publisher that wants to embed payments deeply into its business interfaces, the lack of an open API is a blocker. Without automation, processes depend on manual exports, transfer instructions and back-and-forth between tools. This may work at small scale, but becomes untenable beyond a few dozen equipped organisations.

The relationship with PayGreen by Lemonway changed the situation: a mature and accessible API, available contacts, documentation suited to a software publisher and native integration without redirecting users to a third-party environment.

> *“We finally found people we could talk to about our business challenges, enabling us to offer much deeper levels of integration than we had been able to achieve elsewhere.”*
>
> **Franck Lollierou, Co-founder of Supersoniks**

COVID-19, an unexpected accelerator for automated refunds

For live entertainment, the COVID period lasted eighteen months. Tickets for dates postponed once, twice or sometimes three times ultimately had to be refunded, venue by venue and attendee by attendee. With Lemonway connectors, Supersoniks developed an interface that lets merchants initiate and manage refunds more easily.

> *“Today, in two clicks, you can process an automated refund directly from the ticketing interfaces, without exporting data or sending instructions to an external platform. This also works for entire venues when a show is cancelled.”*
>
> **Franck Lollierou, Co-founder of Supersoniks**

The impact goes beyond COVID: bad weather, an artist dropping out or a reduced capacity can now be handled from the back office, without systematically involving the finance team.

Three day-to-day operational benefits

1. Full autonomy over payment methods

Activating or deactivating Apple Pay, temporarily suspending a channel or enabling a new wallet: everything is managed through the PayGreen back office, without Supersoniks intervention. Each customer remains in control of its configuration.

> *“Lemonway’s PayGreen solution is pre-integrated. We do not need to build specific developments, and the integrations are transparent to our customers.”*
>
> **Franck Lollierou, Co-founder of Supersoniks**

2. Controlled handling of traffic peaks

For season-ticket launches, festival ticket releases and major dates, Supersoniks' cloud infrastructure automatically provisions the required resources. The team also informs Lemonway ahead of critical windows so the PSP can size its own capacity.

3. Progressive wallet deployment

Apple Pay and Google Pay are being progressively rolled out across the Supersoniks estate. Demand is driven in part by venues that recognise these payment methods as mobile standards, especially for audiences under 30.

Quality-led growth recognised by France 2030

Supersoniks has no sales force. Its growth comes almost entirely through referrals in a professional community that communicates extensively. In 2024, the company was named one of the ten winners of the French Ministry of Culture's "Innovative ticketing solution" call for projects, with support planned through the end of 2027 to develop a complete ecosystem: ticketing, CRM, websites and a mobile application.

What Supersoniks wants ticketing managers to remember

Beyond the choice of software publisher, Franck Lollierou emphasises the experience of the teams using the solution every day. In a sector where teams are often understaffed and highly versatile, reducing friction and saving time for business users is a key differentiator.

> *"We talk a lot about user experience for the end customer, and that matters. But what often makes the difference today is also our ability to remove friction and save time for the teams configuring and using the solution seven hours a day."*
>
> **Franck Lollierou, Co-founder of Supersoniks**

Do you provide ticketing, booking or business software?

Lemonway teams support software publishers with payment integration, refund automation and the management of traffic peaks.

Source: https://www.lemonway.com/references/supersoniks-billetterie