



Case Study: University of Minnesota Athletics

AudienceView is Changing the Game of College Sports Ticketing

The Situation



The University of Minnesota Athletics Department was looking to improve the online fan experience to better serve their customer base and increase revenue through ticket sales and donations. Minnesota understands that “ticketing” is more than just buying a ticket, so the goal was to provide their growing fan base with all of the information they need in one online destination.

College sports fans are in need of vital event information during the ticket purchase experience – from the event date/time/location to the opponent to the location of will call. As is the case with the University of

Minnesota, this information was often scattered on the numerous web properties owned and operated by the Athletics Department. Often times, the information that is overlooked by administrators and omitted from the website – from searching for tickets to exiting the stadium parking lot after a win – is the information that is critical to ensure a great fan experience.

The goal was to migrate content from existing properties such as GopherSports.com and GopherFanRelations.com into an integrated ticketing portal used to communicate more effectively with season ticket holders, donors, students and fans.



JASON LAFRENZ

Associate Athletics Director for External Operations at University of Minnesota Athletics

“ Our extended partnership with AudienceView is helping drive a whole new customer experience for Gopher fans. We have utilized the advanced technology of AudienceView to significantly improve customer communication and the on-line sales process for our fans. The launch of mygophersports.com will ensure that the experience of buying a ticket and getting event information is just as great as the game itself! ”



get more from your tickets

For more information about AudienceView Ticketing, please visit AudienceView.com
sales@audienceview.com | facebook.com/AudienceView | twitter.com/AudienceView

The Decision

After thorough research of best web practices currently being utilized in similar industries, the University of Minnesota Athletics Department decided to leverage AudienceView’s comprehensive ticketing, fundraising and Content Management System (CMS) modules to meet their needs.

An AudienceView client since 2006, the Athletics Department simply expanded its relationship to incorporate a brand new web property called MyGopherSports (www.MyGopherSports.com). The new portal is the ultimate online destination for Golden Gophers fans and donors to interact with the Athletics Department for information on all games and athletic events.

The AudienceView Solution

The University of Minnesota Athletics Department is utilizing a version of the AudienceView solution that integrates industry-leading ticketing and fundraising technology with robust CMS and e-mail marketing modules. The MyGopherSports property was successfully launched in the Fall of 2010 and has received accolades from fans who describe it as “smooth and easy,” “easy to use,” and simply “great!”

The fully-integrated CMS and email marketing modules make it easy to eliminate the ping-pong experience online and deliver the right information to the right people at the right time. Configurable CMS tools such as articles, features and embedded search results tied to roles and calendars help keep content fresh and relevant. Additionally, the Business Intelligence module provides the Athletics Department with enhanced customer insight that can be used to both better understand current customer behavior and better predict future behavior of their fans.

The integrated solution also reduces costs within the department by de-duplicating efforts of staff members in the creation and maintenance of website content.

The all-new MyGopherSports.com benefits fans directly with the following added features:

- Integrated game day information
- Full access to manage their account online
- Full history of past purchases and donations
- Recommended purchases based on consumer behavior
- Full calendar listing of Golden Gophers games and events



Scan this QR code with your smart phone to access more info!