

New York Red Bulls score with an assist from AudienceView Ticketing

“ AudienceView's platform allows us to control our ticketing process and deliver our brand experience throughout the purchasing process.

The added flexibility allows us to adapt to the changing trends of consumer ticket purchases in order to grow our business.”

Andrew Lafiosca
Vice President of Marketing and Sales
New York Red Bulls

The Situation

The New York Red Bulls (MLS) professional soccer team was moving into their brand new venue for the 2010 season and needed a ticketing solution to meet the growing needs of their organization. The club was looking for ticketing technology that offered them a valuable tool to track the consumer spending habits of their growing fan base.

The Decision

After a thorough analysis of technology available in the marketplace, the New York Red Bulls selected AudienceView's comprehensive ticketing and CRM application to help meet the demands and solve the pain points of a growing sports organization. The soccer club implemented the AudienceView solution for the 2010 season, their first played at the soccer-specific Red Bull Arena.



The AudienceView Solution

The Red Bulls selected AudienceView's white-label ticketing solution because it provided them with the enhanced technology necessary to increase efficiencies across their organization. The fully-integrated solution provides the club with AudienceView's unique customer relationship management and business intelligence capabilities to cultivate long-term relationships with its season ticket holders and other loyal fans.



The Red Bulls focused on meeting key objectives that were achieved through the use of the AudienceView Ticketing solution:

- » **Control** – The ability to control and dictate the club's ticketing fee structure and brand experience throughout the ticket buying experience.
- » **Flexibility** – The flexibility offered by the web-based solution allows the Red Bulls sales team to sell tickets with as little as a laptop and internet connection.



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