

Case Study: University of Minnesota Athletics

2010 Black Friday Campaign

The Situation

Ticket sales can suffer in December for many collegiate athletic programs due to the battle over the almighty discretionary dollar during the holiday season. This was the case for the University of Minnesota Athletics Department which had excess inventory for athletic events that were not selling well in the traditional manner as the end of 2010 approached. The department needed to find a unique way to push the excess ticket inventory to meet (and exceed) 2010 revenue goals.

The Decision

The department huddled up in early November to brainstorm ways to promote ticket availability across a variety of winter season sports taking place in December and January. The decision was made to take advantage of the popularity of Black Friday promotions and to offer discounted tickets to six (6) events identified as being worthy of being included in such a promotion:

- Two Men's Basketball Games
- One Women's Basketball Game
- Two Men's Hockey Games
- One Wrestling Match



Average total sales for these events in the days leading up to and beyond Black Friday were \$1,500. The revenue goal for this campaign was \$5,000, which would represent an increase in sales of over 300%.

The AudienceView Solution

Minnesota Athletics leveraged the entire suite of AudienceView technology to execute on the Black Friday promotion, providing the department with the ability to use one solution to execute on all aspects of the campaign:

- AudienceView Ticketing Management
- AudienceView Business Intelligence
- AudienceView Reporting
- AudienceView Content Management System (CMS)
- AudienceView E-mail Marketing



MyGopherSports.com – *the ticket sales and service website for Minnesota Athletics* – was the home for the Black Friday promotion. The website, a separate online property from the athletic department's main website, utilizes AudienceView's CMS to deliver content to fans interested in buying tickets to athletic events. The control and flexibility offered by AudienceView's white-label solution allowed Minnesota to seamlessly overhaul the look and feel of the website to match the campaign. All home page graphics were re-designed for the 24-hour promotion, which ultimately led to increased awareness and revenue from ticket sales.



get more from your tickets

In addition to utilizing MyGopherSports.com for awareness, the decision was made to leverage AudienceView's Business Intelligence and CRM tools to build a list from their database that targeted customers who had been active with Minnesota over the last 18 months. The segmentation resulted in a list of 83,000 accounts in total that were targeted through the AudienceView e-mail marketing module.

The Minnesota Athletics Department benefited greatly from utilizing the AudienceView solution for this campaign because all activities were conducted using one technology platform. Athletics administrators used AudienceView to...

- Promote the campaign on their website [MyGopherSports.com]
- Segment their customer database to properly target fans
- Communicate the offering via e-mail marketing
- Offer discount (promo) codes to the selected games
- Sell tickets to the selected games
- Analyze web metrics and sales results to track the success of the campaign



The Stat Line

The Black Friday promotion drove tremendous results for the Athletics Department, which were tracked via a combination of AudienceView reporting tools and Google Analytics.

The following are metrics that highlight the success of the Black Friday promotional campaign:

- Ticket sales increased over 2500% compared to standard sales days.
- Revenue increased over 1600% compared to standard sales days.
- Visits to MyGopherSports.com were up 250% from daily site average (1,500 > 5,259).
- 71.4% of website traffic was categorized as new visits to MyGopherSports.com.
- Surpassed revenue goal by noon – \$20,000 was generated in total during 24 hour campaign (*as compared to \$1,500 on standard sale days*).

2500%	Percentage increase of ticket sales as compared to standard sales days
250%	Percentage increase of visits to MyGopherSports.com as compared to daily site

The campaign required only 5 hours of effort to execute and produced a net gain of \$20k – a significant return on investment that will be replicated many times in the future by the Athletics Department.



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