



NCAA

Scores Big with Behavioral Marketing Email Program

CHALLENGE

- Building excitement surrounding pre-sale tickets
- Poor audience segmentation contributing to stagnant YOY sales
- Outdated creative contributing to lack of interest

SOLUTION

Analyze email database to determine behavioral triggers and utilize findings in the re-development of a creative email campaign to boost consumer engagement and increase pre-sale ticket purchases

APPROACH

- Segment database into five categories within three ticket purchase silos (present, lagged and non-buyers)
- Design and deploy a landing page and an email drip campaign with four drops consisting of pre, start, remind and ending purchase windows for each of five categories (20 templates)
- Email templates include unique animated GIFs depicting game-day user experience, individual CTAs and exclusive promo codes
- Develop consistent supplementary social posts and landing page
- Monitor delivery, open and click-through rates daily to optimize subsequent email communications

OUTCOMES

+18%

PRE-SALE TICKET PURCHASES YOY

+\$1.2MM

PRE-SALE TICKET REVENUE YOY

+14%

SELL-THROUGH RATE YOY

78%

EMAIL DELIVERY RATE

+3%

OVER INDUSTRY AVG 25.41% OPEN RATE

1.67x

INDUSTRY AVG CLICK-THROUGH RATE