



POCONO RACEWAY

LONG POND, PENNSYLVANIA

Challenge

As an organization that doesn't hold a season-long list of events, Pocono Raceway has only a select few events per year. To support its budget requirements and engage its dedicated fans with an exceptional experience, Pocono Raceway wanted to:

- Increase ticket sales and grow revenues through user-friendly technology and enhanced online experiences
- Provide the best fan experience in the motorsports industry
- Create new fan-friendly events to further the in-venue experience

Solution

Pocono Raceway partnered with Spectra to adopt technology solutions that enhance the purchase experience and enrich fan interactions through a holistic strategy to:

- Implement a Marketing Automation solution to sell more tickets and customize communications with fans before and during events
- Holistically promote events through marketing services programs
- Create a "Halftime Party" for June and August 2014 races for fans to have an added in-venue experience in the middle of races

Result

Pocono Raceway has experience significant growth enhancing the customer experience online and in venue through the adoption of new programs and initiatives:

- Renewal rates are currently up 15% over last year
- Created a full marketing automation strategy
 - Delivered automated cart abandonment campaigns for all races
 - Sent post-transactional emails to target and up-sell purchasers
 - Sent emails to fans as they scanned into the venue with targeted offers
- Utilized display retargeting for all three 2014 races, yielding up to an \$11 : \$1 return on ad spend.
- Drove new, incremental revenue to for the Halftime Party event, between June and August 2014 races (two races) and elevated the fan experience