



## UNIVERSITY OF DENVER DENVER, COLORADO

### Challenge

The University of Denver is a public university that receives an annual subsidy, but it has never covered all costs of the athletic department. Denver had a goal to invest in technology to maximize revenue opportunities and increase donations. Denver set goals to:

- Invest in an integrated ticketing and fundraising platform to sell more tickets and increase donations
- Provide budget relief by increasing the number and value of donations
- Control ticket fee structure and contain costs to maximize revenues
- Enhance marketing initiatives to drive incremental revenue and engagement

### Solution

Partner with Spectra Ticketing & Fan Engagement to integrate Denver's ticketing, fundraising and marketing solutions to maximize revenue, provide the highest level of customer service and integrate databases, including:

- Implement new eCommerce and ticketing technology to offer leading services for fans
  - Implement donation round-ups in shopping cart to drive incremental donations
  - Launch pick your own seat maps for men's and women's basketball, and hockey
  - Implement mobile ticketing delivery and scanning to save fulfillment costs
- Integrate CRM solution to integrate databases and enhance customer interactions
- Implement email marketing solution to better engage with fans and promote events, ticket sales and promotions, and fundraising campaigns
- Launch display ad retargeting campaigns to drive incremental revenue
- Utilize analytics and business intelligence reporting to understand impactful trends

### Result

Denver has seen their efforts significantly increase both ticketing revenues and donation, and grew their databases with the implementation of an integrated partnership and solutions:

- Increased overall ticket revenue from \$33k in 2008 to \$200k in 2014, and averaged \$180k in ticket revenue first three years of partnership
  - Averaged \$47k in ticket revenue three years prior to partnership
- First Division I school in the nation to achieve 100% student-athlete and staff giving for two straight years
  - Received \$24.5 million in total campaign gifts and pledges in 2013-14, and gained more than 3,000 donors
  - Grew endowment portfolio from \$1.3 million in 2004 to \$12.9 million in 2013
- Saw a ROAS of \$10.20 : \$1 for single game hockey tickets and \$7.60 for hockey season tickets leveraging display ad retargeting campaigns