



**SPECTRA**  
BY COMCAST SPECTACOR

VENUE MANAGEMENT  
FOOD SERVICES & HOSPITALITY  
TICKETING & FAN ENGAGEMENT

## UNIVERSITY OF MEMPHIS

### MEMPHIS, TENNESSEE

#### Challenge

In 2013, The University of Memphis Athletics department wanted to provide their fans, season ticket holders, and donors with leading services and improved overall service to drive sales and elevate the customer experience. Memphis set goals to:

- Create a new culture with ticketing, marketing, and fundraising services
- Adopt industry best practices to increase ticket sales, grow donations, and improve the fan experience
- Launch a comprehensive marketing strategy to promote ticketing and fundraising efforts

#### Solution

With a strategic leadership team in place, Memphis implemented the full spectrum of new Spectra ticketing, marketing and fundraising products and services to:

- Deploy digital tickets, mobile eCommerce website, and mobile ticket delivery for the first time
- Revamp MemphisTigers.com online ticketing site and deployed online renewal applications with internet-only incentives to drive online adoption
- Implement online donations for the first time and customized online giving pages to enhance the donor experience
- Offer donors the ability to make their gift during the ticket renewal process in a single transaction
- Implement an integrated email marketing solution and retargeting campaigns

#### Result

Memphis Athletics underwent transformational change over an 18 month period. The Tigers pushed the envelope in all areas of the business simultaneously, to improve overall service, sales and efficiency. The results of these efforts leveraging Spectra solutions were outstanding including:

- Increased online adoption by 12% for football season renewals and single ticket sales from 20% to 46%
- Sold 18% of single tickets online through mobile devices
- Utilized display retargeting for football season tickets, yielding \$128k in gross revenue (\$36k in incremental revenue) with a return on ad spend of \$24 : \$1
- Sent over 1.02 million marketing emails via PACmail to aid in ticket sales revenue and fundraising initiatives from April 2014 - March 2015