



## UNIVERSITY OF CALIFORNIA, IRVINE

### IRVINE, CALIFORNIA

#### Challenge

As a mid-major university in Southern California, UC Irvine has done incredible work to maximize their brand, revenue potential and leverage opportunities with their fan base. Never satisfied with strong results, UC Irvine set goals to raise the bar even higher to:

- Invest in technology to sell more tickets and increase revenue
- Improve brand affinity, brand management and strategic messaging
- Build a comprehensive fan experience strategy
- Identify areas to contain costs and reduce expenses

#### Solution

UC Irvine looked to implement programs to enhance their community and fan engagement through improved communication, education and fan experience, including initiatives to:

- Implement eCommerce and ticketing best practices to increase ticketing sales
  - Establish new men's basketball renewal process to increase season ticket revenue
  - Implement lightbox upsells on eCommerce site to drive incremental revenue
  - Launch pick your own seat maps for men's and women's basketball and baseball
  - Implement free ticket delivery methods (*print at home and mobile*) to save costs
- Revamp athletics website with responsive design and improved navigation to increase conversions
- Integrate CRM solution to enhance customer interactions and maximize revenue potential through segmentation of databases
- Create a social media command center for content management and fan engagement to establish a stronger fan community
  - Deploy PAC Social Media to launch new fan engagement opportunities via in-venue visualizations, and online social and digital content

#### Result

The results of UC Irvine's efforts have been significant, both in terms of additional transactional revenue and customer adoptions across all of their solutions:

- Increased overall net ticket revenue by 43% and overall donations 22% in 2014
- Grew men's basketball revenue 76% in 2014
  - Season ticket renewals hit 90% and increased revenue more than 50%
  - Increased partial season ticket holders 555% (20 to 131)
- Grew fan accounts in CRM system by 17%, with nearly half of 22k student population in database
- First college athletics client to launch display ad retargeting campaigns for summer camps
  - Saw a ROAS of \$16 : \$1 with campaigns for Olympic sports camps
- Increased entire social media following by more than 30% since 2013, and have doubled followers for top team accounts year-over-year, three years in a row