



INDIANA UNIVERSITY BLOOMINGTON, INDIANA

Challenge

As a prominent Big Ten Conference and leading institution, Indiana University has maintained a strong brand for decades. To maximize its brand, revenue potential and enhance all online interactions with its fan base, Indiana University set goals to:

- Create a fully-integrated system with every touch point managed by a single partner
- Improve the online experience for all ticket purchasers and donors
- Increase every fans' overall experience with IU Athletics

Solution

Indiana University partnered with Spectra Ticketing & Fan Engagement to implement fully-integrated ticketing, fundraising and marketing services to improve every interaction with its fans, season ticket holders and donors, including initiatives to:

- Implement new ticketing and eCommerce platforms for all athletic events to increase sales and user experiences
 - Increase online ticket adoption for football, basketball and baseball season renewals
 - Launch pick your own seat maps for football, men's and women's basketball, and baseball
 - Launch digital ticketing with print-at-home and mobile delivery fulfillment options
 - Integrate Ballena Technologies Seats 3D partnership to allow fans to select seats via interactive 3D renderings of Memorial Stadium for football, and Assembly Hall for men's and women's basketball
- Implement online fundraising and process donations digitally for the first time
- Partner with StubHub to create an integrated secondary marketplace for ticket sales
- Create a holistic marketing strategy to better engage fans, and promote ticket sales and events
 - Deploy PACmail to increase communication and awareness opportunities via email marketing
 - Promote ticket sales with PAC Ad Retargeting to increase event awareness for interested buyers
 - Launch a student loyalty program, via FanMaker partnership integration with Spectra Ticketing & Fan Engagement, to create student ticket distribution process

Result

The results of Indiana University's efforts have been significant, both in terms of ticketing and donation revenue, setting online ticketing and fundraising records in its first year of partnership with Spectra:

- Increased online season ticket renewal adoption from single digits to over 40%
 - Offered a streamlined ticket renewal that implemented integrated online giving to allow donors to renew tickets and process donations in one transaction
- Sold 10k additional tickets via integrated partnership integration with StubHub
- Set fundraising records, increase 2014 revenues by \$400k and annual goal by \$300k
 - Raised additional \$1.1 million from 1,500 donors utilizing 110% online fundraising campaign
- Sold 32k single football tickets with comprehensive online marketing and retargeting campaigns