

Case Study

Venue Replay

Company Profile

Local minor league sports team saw their attendance vary dramatically from game to game. They were exploring ways to steadily increase attendance to the higher end of the daily visits.

Project Overview

Adronitis was tasked with targeting both current and prospective attendees within the area to increase recurring ticket purchases via individual ticket sales or season ticket passes.

Solution

Adronitis researched the stadium attendees as well as venues around the stadium such as restaurants, bars, and hotels. They were able to go back six months to identify visitors to each of these venues. Prospects who lived within 30 miles of the geographical area as the stadium were identified and sent a combination of digital ads and direct mail to promote season ticket purchases. An separate digital campaign was also created to promote events that were held after the game such as concerts, kids events, and more.



Measurable Client Results

The client experienced an increase in individual ticket sales by 7 percent due to the printed piece and another 3.6 percent from the digital advertisement. Season ticket sales and interest has also seen a steady rise in sales.

In addition to game ticket sales, the client saw a steady 7 percent increase in sales for post-game events. They chose to expand advertising even more for these events to target local businesses and organizations.

To learn more about how Adronitis can improve your results while lowering cost
please contact us at tom@adronitismarketing.com