

# Case Study | NBA Franchise Large Metro Market

Geo-framing & IP targeting to sell tickets, drive leads, cultivate premium prospects

## The Background

With a flair for forward-thinking ideas to build game attendance, driving premium ticket sales and finding new premium buyers, this east coast NBA team was an ideal client for the Jurich Group to display the power of geo-framing and IP Targeting within the NBA. The Jurich group was selected to develop a strategy that would prove out this unique methodology for their longer term growth plan.

## The Challenge

Jurich Group was tasked with driving ticket sales and producing premium leads for the team's sales and marketing team. Barring any direct advertising to current Season Ticket Holders, Single Game Buyers or Prospects, the Jurich Group was to reach new audiences, target and drive them to purchase.

## The Approach

Reporting into the Director of Premium Sales Marketing, the Jurich Group serviced the team with an agreed upon action plan with measures, weekly reports, weekly meetings, marketing recommendations and any data analytics support. Jurich Group developed a weekly playbook for the entire team to review, work from and refine. The plan included 1) identifying the intenders in their home venue 2) identifying the intenders in other professional sports arenas in the area 3) overlapping all intenders with active amateur basketball courts in the city 4) identifying high consumption behavior fans by geo-framing Top 100 Golf/Top Area Golf, high-end hotels and FBOs.

Jurich would focus on a two-prong approach: general marketing to drive ticket sales and finding leads that may remain illusive to the team's premium sales staff (those who are in the team's database and those who have never been).

## Performance

### **Part A: "City Edition" Black Friday Promotion and Single-Game Ticket Sales:**

After geoframing the 2017 Season at the home arena, Jurich unearthed 8400 device IDs (ie. previously unknown households) for targeting directly via digital advertising. At 2 impressions per day for a two-week period surrounding Black Friday, the results proved out that the combination of affinity to the team and the direct access to the household devices were effective.

Spend: \$3,400 digital advertising

Results: \$4,094.74 for team-only sales, \$19,209.17 for other arena sporting and entertainment events

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### Part B: Premium Lead Generation and Support

Jurich Group first highlighted for the franchise on their current prospect list, who is actively at games, show high consumption behavior and should rise to the top of their call lists. Next, Jurich reviewed the current data supplied by the team (over 350k lines of data of past buyers, NBA Store buyers, etc) and began to provide lead lists weekly.

### Performance

**Results:** After receiving the 282 initial leads identified by the Jurich Group, the team reported:

- 6% of the leads are in advanced conversations an equivalent of \$9.5K in estimated revenue
- \$827.90 in sales (All Individual Sales, 1 home Game, 2 arena events), these efforts are still progressing.

**Recommendation:** In addition to the initial leads (individuals who were already in their CRM and showed high affinity and consumption), Jurich Group found over 5000 households that made up high-net worth and high basketball affinity. To harness the value of these households, Jurich group recommended the franchise host and all-access event inviting these individuals to come to the Arena, meet Jay Williams and enjoy a game. Leveraging both digital advertising and direct mail, the team will target these households over a two week period. The Premium Sales team executed this plan to close sales with the the phantom fan/donor that geoframing has unearthed .

### Part B: Premium Leads from the Geo-frame: "Be Our Guest" Campaign To Get Hands Raised

In an effort to draw out unknown premium targets from the thousands of devices seen in the 2017 and 2018 seasons at both the home arena and their #1 competitor's arena. Jurich group identified approximately 3,000 households that covered both wealth indicators (top 100 golf, FBOs, Hotels, HHI/demographics from American Spirit/Full House) and affinity indicators.

**Strategy:** Target these households digitally and via direct mail during a sustained period of time. Message with a compelling reason to "raise their hand" and incite an action so that 1:1 sales process can begin.

**Message:** Complimentary suite tickets to a premium home game

**Outcomes:**

RSVPs: 150+, 66 (able to accommodate)

Attendees: 57

Overflow of RSVPs/Interest: 84+

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## “Be Our Guest” Campaign (Continued)

The devices/households identified from the El Toro Geoframing provided a match rate of 85% for American Spirit to mail. American Spirit/Full House pulled additional subset from our geoframed data who are “American royalty”(societal elite) segment and any of the franchise’s fans who also fit that segment in the metropolitan area.

The Be Our Guest digital campaign performed 2x the industry average:



### Conversion Pixel Placement:

Jurich Group also recommended, placed & measured a conversion pixel on the loading page between the standing digital advertising that an individual sees and the final stage of completing a RSVP on the landing page. This pixel performed well and provided insight that not only did the digital ad communicate a compelling offer, but that this audience was interested in finding out what the team would be inviting them to do.

Impressions	Clicks	CTR%
180,030	209	0.12%

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### “Be Our Guest” Campaign (Continued)

Post View Conversions	Post View Conversion Rate	Post Click Conversions	Post Click Conversion Rate
5	.003%	65	.036%

### Conversion Pixel Placement (cont.):

5 individuals went to the landing page at a later date after receiving an ad (digital or direct) and 65 clicked thru and converted on the page from the digital ad. With this tool we have enabled the franchise sales team to reach people who may not ever be able to be targeted in any other way – but with geoframing we have discovered their interests and affinity. As a cultivation tactic, the messaging and technique worked to draw affluent x high affinity individual to an unknown webpage and provide their information. The key metric for success was to get them to reveal so they could be targeted in the future.

### Per the franchise:

- Of the **57 guests, or approximately 28.5 households, there are currently 13 open conversations** with prospects from the April 1 “Be Our Guest” event
  - **46% of the “Be Our Guest” event attendees are in active conversations** with the Sales Team and considered prospects

### Recommendation for further success:

Continue this system of identification and cultivation for a monthly geoframing event, experience or touchpoint. Industry successes with this technology prove that this is a sustained strategy—not a 1x hit. With ongoing digital advertising and high-touch opportunities for key prospects, the sales team can harness the value of their interest and add prospects into the next cultivation opportunity. Moreover, because premium cultivation requires multiple touch points, an ongoing “warm lead” program borne out of the affinity x affluence geoframing methodology will support the Nets sales team with additional chances to build relationships with prospects.

This campaign strategy, style and messaging delivered strong results -- with both a combined effort of direct/digital advertising. Additionally, the “warmer lead” group now targeted, could be sustained with a digital effort solely (offers for ticket packages or other selling messages). Additional events for overflow responses from this campaign would be a sound next step. We agree that planning a longer runway and running a longer/rolling campaign would produce more responses. We also believe that leveraging other events or specialty interest events (golf, amateur basketball) as part of the franchise’s “All Access” platform would make these one-time event results(April 1 event) into an ongoing fount of prospect opportunity.

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