

Case Study: Power 5 College Athletics Program

Geo-framing & IP targeting to drive leads, cultivate new donors
2-month campaign

The Background

Embedded in the athletics department, a globally known sales and hospitality company contracted with the Jurich Group to help their on-site sales team drive revenues with a focus on premium sales and donations. With a higher than expected ticket sales attrition rate from 2017, the athletics department was in a weaker position than prior year. The premium sales team determined that maximizing the university's CRM and past buyer database with data science would provide lead scoring and a more effective pathway to closing sales..

The Challenge

Jurich Group was tasked with mining and enriching the 20k+ member dataset that the university athletics department had in its resources. Additionally, Jurich geo-framed the football stadium, high wealth indicator locations, sports affinity locations and any new movers to the area.

The Approach

By utilizing a list of their existing client base and geo-framing the football stadium, high wealth indicator locations, sports affinity locations and any new movers to the area the Jurich Group was able to uncover hundreds of phantom fans and prospective donors.

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Performance

After receiving over 20,000 household addresses from the client and then geoframing the program's stadiums:

- Jurich identified 847 qualified leads* from the database
 - Lead information is inclusive of home addresses and account numbers provided directly for follow up calls
 - 1:1 calls generated roughly half of the meetings scheduled during the two month period
 - Prospect meetings resulted over six figures in incremental revenue via capital and annual donations
 - Closed 22 Club Seats
 - Targeted leads were served digital advertising via El Toro portal and resulted in 200,973 impressions, 138 click throughs (.07%)

Unknown Fans:

- Jurich identified and delivered 99 new qualified leads that were unknown to the university athletics department or the embedded sales firm
 - Leads were unearthed through geo-framing and consumption behavior modeling

*A qualified lead is defined as a prospect who displays affinity for the brand and affluent consumption behavior. Households in this segment are seen at least at 2 games and seen at least at 2 wealth indicators.