



## U.S. Naval Academy Leverages PACMail to Sell \$58k in a Single Weekend

### Background

With alumni deployed all around the world, the U.S. Naval Academy wanted a tool to effectively communicate with Midshipmen fans anywhere, anytime. The box office needed a means to quickly contact fans and enable them to purchase tickets for upcoming games. Previously, the box office relied on text-based emails and found the response to be ineffective.

### The Naval Academy implemented PACMail to:

- ▶ Drive season ticket renewals
- ▶ Communicate offers to fans quickly and easily
- ▶ Enhance customer service for fans and alumni
- ▶ Increase box office revenues online

## How The U.S. Naval Academy Leveraged PACMail to Grow their Business

### Developed N-Mail Brand and Database

- ▶ Created an N-Mail template and affinity club to enable fans to request information
- ▶ Collected and updated email addresses in the athletics database
- ▶ Imported a list of season ticket holders and fans from the integrated ticketing system

### Leveraged the Internet to Drive Renewals

- ▶ Promoted online season ticket renewals via N-Mail
- ▶ Featured a one-month Internet-only period for season ticket renewals
- ▶ Educated fans how to order and renew online.
- ▶ Conveyed the benefits of online renewals

### Promoted Online Renewals

- ▶ Sent a series of three emails to promote online renewals
- ▶ Created an online renewal incentive with prizes including:
  - 2 football season tickets
  - Premium parking spot
  - Access to "Captains BBQ" tailgate
  - Tickets to Army / Navy game

## 1 Drive Season Ticket Renewals

- ▶ Sold over \$58K in ticket revenue in one weekend
  - Sent both email renewal and hard copy renewal information during the weekend
  - Featured a football banquet to further promote renewals
- ▶ Achieved a 55% online renewal rate

## 2 Communicate Offers to Fans Quickly and Easily

- ▶ Send customized emails including customer ID and password for easier online renewals
- ▶ Target fans based on previous purchasing history
- ▶ Offer fans the convenience of instant information via N-Mail

## 3 Enhance Customer Service for Fans and Alumni

- ▶ Notify fans of changes to the football schedule and game day events
  - Game time, parking sold out situations, etc.
- ▶ Decrease the number of phone calls dramatically
  - Reduced fan frustration
- ▶ Spend more time serving customers, less time doing paperwork

## 4 Increase Box Office Revenues Online

- ▶ Drive ticket renewals and single ticket sales online
- ▶ Sell parking and other items via NAVYSPORTS.COM
- ▶ Cross-sell football tickets to basketball season ticket buyers
  - Offer a discount on basketball season ticket price
- ▶ Sell tickets for Emerald Bowl Game