



University of Kansas Athletics - Case Study

4x Return on Investment in Six Months

SUMMARY

Goal

Kansas Athletics' goal was to advance overall fan experience and revenue objectives.

Solution

FanThreeSixty provided a central, unified view of all fan touchpoints and a connected database marketing solution that is actionable.

Challenge

It needed a dependable data strategy that included accessible and trustworthy data.

Impact

4x ROI achieved by:

- Improved organizational efficiencies
- Personalized marketing campaigns
- Customized workflows embedded with predictive analytics

Key Results

4x ROI

In just 6 months

99%

Efficiency gain in pulling marketing lists

\$250k+

Generated using the Fan Data Platform



CLIENT PROFILE

The University of Kansas Athletics wanted to take a more direct role in creating an **actionable data strategy** to grow its business. A key objective was to expand its football fanbase and increase revenue.

Current Systems





THE CHALLENGE

Key Challenges

- Incomplete data
- Redundant data
- No single source of truth
- Lack of organizational efficiencies

Use data to grow fanbase and generate revenue

Kansas Athletics understood there were gaps in its current system that prevented it from being a data-driven organization.

THE SOLUTION

Partner with an easy-to-use Fan Data Platform built for sports

Kansas Athletics decided to take a progressive approach by partnering with FanThreeSixty to focus on greater utilization of its data.

FanThreeSixty continuously:

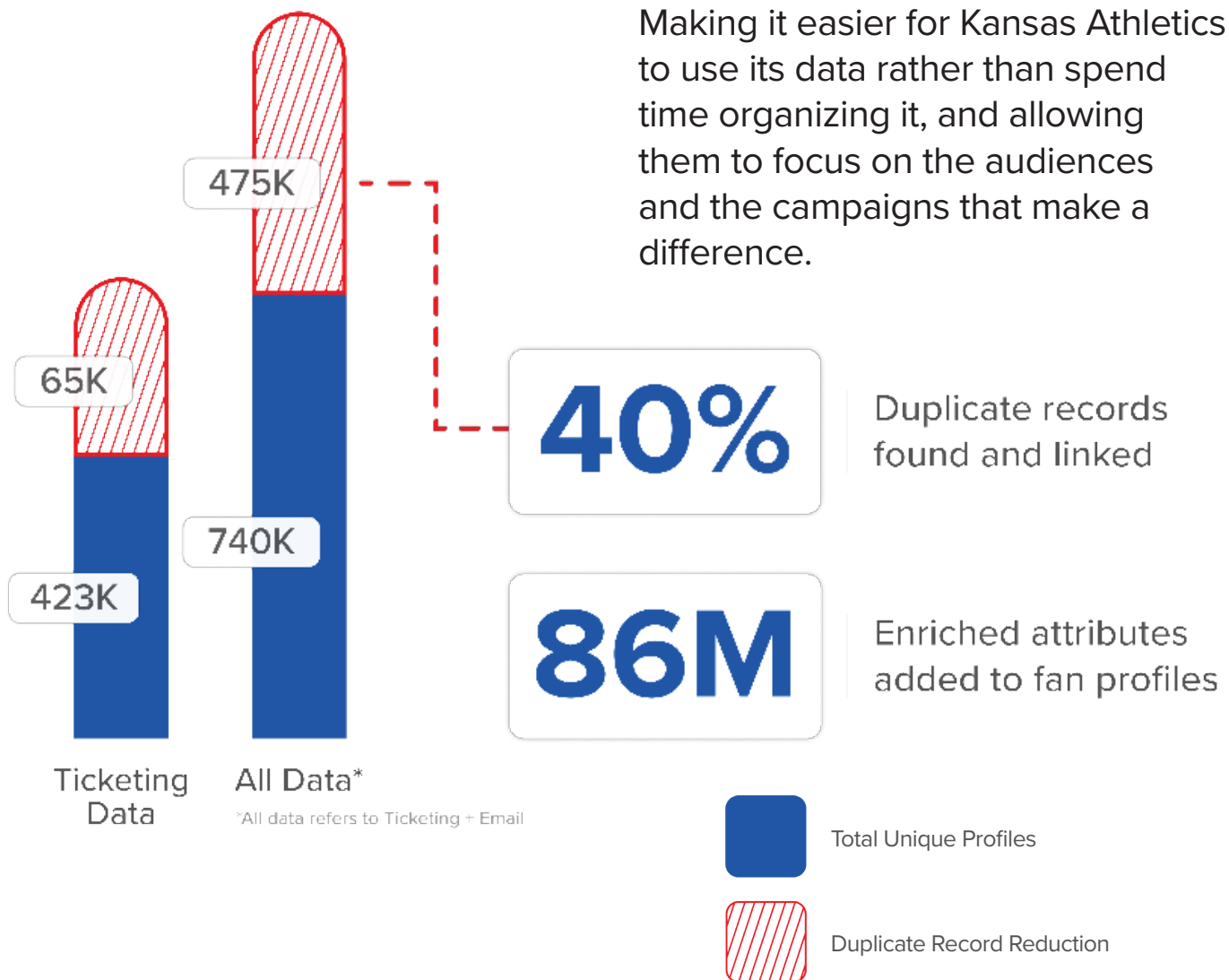
- Cleans Kansas Athletics' data
- Links duplicate records
- Provides enriched knowledge of attendees
- Presents a unified view of all fan touchpoints



POST-IMPLEMENTATION

Improving their data to speak to the right people

After bringing in their data systems, cleaning their customer records, and removing duplicates - FanThreeSixty established a foundation that Kansas Athletics could use to target the right people with the right content. Making it easier for Kansas Athletics to use its data rather than spend time organizing it, and allowing them to focus on the audiences and the campaigns that make a difference.





THE IMPACT

**Increasing
organizational efficiency
through greater
utilization of data**

One of Kansas Athletics’ key goals was to improve the efficiency of its data. Before FanThreeSixty, pulling fan lists required technical resources which resulted in inconsistent turnaround times.

FanThreeSixty provides Kansas Athletics with:

- Control over its own data
- Insightful attributes for segmenting targeted campaigns
- Immediate access to custom lists without any external tools
- Real-time decision-making for better business decisions

⋮

KEY RESULTS

4-6 weeks

Speed to revenue results

99%

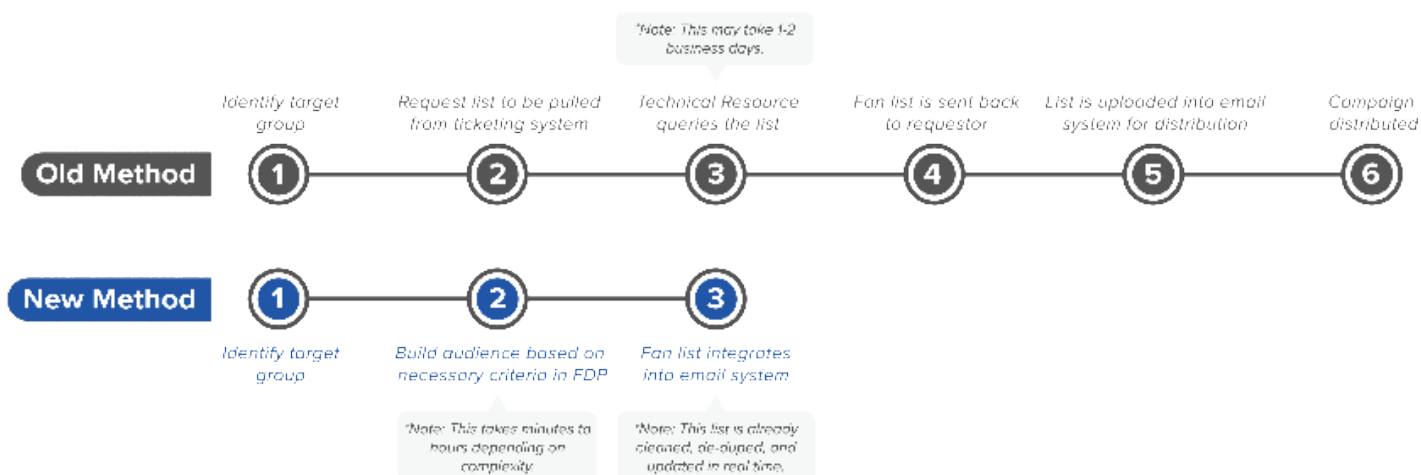
Gain in efficiency

“Before FanThreeSixty, lists would take 1-2 business days to turn around due to the multiple reports and subsequent data manipulation required. Now, targeting specific audiences is simple, and our turnaround time is in minutes, not days.”



Kansas Athletics

Asst. Director for Database Marketing and Analytics



Customizing fan journeys to improve season ticket sales

Kansas Athletics wanted to upsell potential candidates to season ticket member status for its upcoming football and men's basketball seasons.

Top Leads are

25x

more likely to purchase tickets

FanThreeSixty

- Embedded previous ticketing behaviors and predictive lead score information directly in Kansas Athletics workflows
- Aided Kansas Athletics in creating enhanced personas for custom email journey campaigns

KEY RESULTS

\$100k+

Revenue generated from Men's Basketball STM campaigns

\$150k+

Revenue generated from Football STM & Mini Plan campaigns

*STM refers to Season Ticket Member

Increasing 2022 football attendance

A major focal point for Kansas Athletics was building excitement and engagement around its football program.

FanThreeSixty's products allowed for:

- A quick and seamless training process
- Better identification of new fans
- Creation of tailored communications



KEY RESULTS

Football Home Opener Metrics

27%

Increase in attendance of season ticket members compared to 2021

16%

Increase in total ticket sales compared to 2021



Implementing strategies to grow its fanbase

The University of Kansas Athletics strives to be an innovator that continuously integrates fresh data sources to develop new revenue streams.

KEY RESULTS

2x

Registrations and revenue generated from the Junior Jayhawks program compared to 2021

FanThreeSixty

- Integrated Kansas Athletics' Fanatics merchandise data into the Fan Data Platform
- Categorized segments based on purchasing behaviors
- Supported Kansas Athletics' staff in their creation of custom campaigns
- Helped the Junior Jayhawk program see its highest enrollment rate ever

“We reduced the number of unsubscribes with the ability to target relevant content to the right people. The ability for the marketing department to have access to and pull our own lists, created great efficiency in executing email journey marketing, digital marketing, and lead campaigns for the sales and service department, all moving at the same time.”



Drew Gaschler

Assoc. AD for Marketing and Fan Experience

Moving forward



Given its success in 2022, Kansas Athletics plans to expand its revenue growth opportunities further by:

- 1 Expanding into FanThreeSixty's Donor initiatives
- 2 Utilizing FanThreeSixty's texting services
- 3 Anticipating an 8x ROI and beyond

The business solutions to raise your game.

Let's talk.

marketing@fanthreesixty.com

