

ST. LOUIS BLUES GET FANS STOKED FOR THE SEASON WITH FAN NETWORK

The St. Louis Blues increased single-game ticket sales and found new fans with Fan Network Programmatic Ad Buying, a service offered by Blue, Ticketmaster’s digital marketing agency.



IN BRIEF

1	<p>Objective Increase single-game ticket sales in the beginning of the season and create new St. Louis Blues fans.</p>
2	<p>Solution Fan Network enabled strategic targeting of ads to direct and affinity fans, powered by Ticketmaster’s massive database and web traffic.</p>
3	<p>Business Impact With strong ticket sales to affinity fans, the Blues have the opportunity to create new lifelong St. Louis Blues fans and season ticket holders.</p>

OBJECTIVE | Off home plate and onto the ice

The St. Louis Blues may have never won a Stanley Cup, but their ability to consistently make the playoffs and dominate opponents both away and at home in Scottrade Center have earned them a loyal and passionate fan base.

But St. Louis sports fans also love their baseball team, and when the NHL season begins, the St. Louis Cardinals are usually heading into post-season play. As a result, the Blues historically start off the season with an excess of single-game inventory.

For the 2014-2015 NHL season, the Blues wanted to get hockey fans “in the mood” earlier in the season, while also creating a new audience by enticing people interested in the Blues to purchase single-game tickets.

Megan Little, Senior Director of Advertising and Event Marketing for Scottrade Center, enlisted Fan Network Programmatic Ad Buying, a service offered by Blue, Ticketmaster’s digital marketing agency, to achieve her goal of increasing single-game ticket sales.

“Our retargeting campaigns were a huge success. The performance reporting dashboard meant we could easily track the campaign metrics and make changes as needed.”

Megan Little, Senior Director of Advertising and Event Marketing, Scottrade Center

SOLUTION | Power play

The Blues created targeted ads to run all season long encouraging single-game ticket purchases, and also ran dynamic, creative ads for several promotions throughout the season, including family packs, Mardi Gras-themed games and a Star Wars Night promotion.

KEY RESULTS



10X

ROAS for Fan Network

The team leveraged Fan Network, a service of Ticketmaster’s digital marketing agency, Blue. This Programmatic Ad Buying program allowed the Blues to serve the ads not only to current fans, but also “affinity fans”—prospective fans in the Ticketmaster database who are likely to buy tickets based on their interest in local events related to sports, family events, Mardi Gras and Star Wars in general.

The massive scale of the Ticketmaster database and its ability to identify high-propensity buyers enabled the Blues to serve their ads to the right audience at the right time.

Fan Network also allowed the Blues flexibility to change their ads throughout the campaign, providing access to real-time reporting via a live dashboard. This enabled them to take actions quickly, including pausing one ad and running another, based on click-through rates and conversions.

“Two-thirds of the campaign’s ticket sales happened within 48 hours of the ad being served. That speaks pretty clearly as to the efficacy of the Fan Network platform.”

Megan Little, Senior Director of Advertising and Event Marketing, Scottrade Center



Star Wars themed ticket promotion.

BUSINESS IMPACT | Goal!

As a result of Ticketmaster’s data-driven ad targeting, the Blues realized significant revenue from their promotional campaigns. Direct fan targeting resulted in 48 percent of their promotional sales and affinity fan targeting represented 51 percent of sales generated from promotional campaigns.

These strong affinity sales mean not only increased single-game ticket sales, but also the opportunity to create a new St. Louis Blues fan. In total, the promotional ad campaigns realized a 10x ROAS.

Thrilled with the results, the St. Louis Blues plan to use Fan Network again next season as well as enter the world of search engine marketing, leveraging Blue’s Managed Search for dynamic keyword pricing to ensure optimal results.