

SPORTS ENTHUSIASTS CASE STUDY

MAILER:

The Miami Dolphins

OBJECTIVE:

The Miami Dolphins faced the challenge of increasing ticket sales and live game attendance, including individual game ticket sales, season tickets, corporate box seats and group sales, in addition to increasing sales of team merchandise.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of avid football enthusiasts, skewing male aged 25-54, middle to upper income ranges, in South Florida counties within a drive market to the stadium. The email initiatives were cyclical with strategic relevance in messaging per time of year, beginning with draft party announcements in April, followed by pre-season offers in July which introduced the season schedule, proceeding to individual ticket sales offers on a game by game basis for all home games through the summer and fall, and merchandise offers for holiday gifts in Q4. Select campaigns skewed toward male Hispanic football fans with messaging delivered in Spanish. eTargetMedia segmented a highly targeted audience, carefully selected as the most responsive prospective buyers based on the nature of each message, from our sports files including: Active All-American Sports Fans, All-American Football Fanatics and Sports Enthusiasts.

OUTCOME:

The email marketing campaigns proved highly successful with excellent open and click-through rates that exceeded industry average for email campaigns to acquisition lists. The mailer saw a significant amount of traffic as well as increase in ticket sales and subsequently came back for multiple consecutive seasons with eTargetMedia from 2009 to present.



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