# JaxEvents Case Study
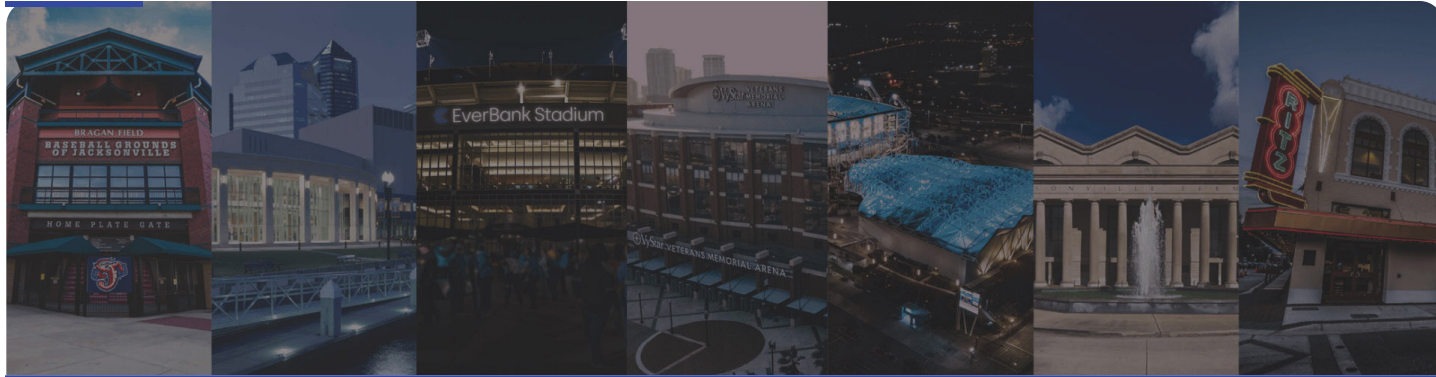
**FanThreeSixty Products Boost Efficiency:**
Creating More Time and Opportunities
for JaxEvents Marketing Staff

**FanThreeSixty**

# Client Profile

ASM Global is one of the world's most trusted venue managers. It spans more than 300 of the world's most prestigious arenas, stadiums, convention and exhibit centers, and performing art venues. In particular, ASM Global - Jacksonville (JaxEvents) manages seven sports, entertainment, and convention venues on the FanThreeSixty platform for the City of Jacksonville.

121 Financial BALLPARK

JACKSONVILLE CENTER FOR THE PERFORMING ARTS

VyStar Veterans Memorial Arena

RITZ THEATRE AND MUSEUM

Daily's Place

EverBank Stadium

PRIME F. OSBORN III CONVENTION CENTER

# Summary

### Goal

JaxEvents aimed to expand its registered user base, increase ticketing revenue, and optimize productivity and efficiency within its marketing department.

### Solution

Remove blockers for the productivity and efficiency in sales and marketing campaigns.

### Challenge

Leverage FanThreeSixty's automation capabilities within its Fan Data Platform and Audiences, Email, and Mobile App.

### Impact

- JaxEvents is currently the only ASM Global venue with a fully integrated product suite.
- Improved productivity and efficiency across the marketing department by 50%.

## Key Results

| **50%** | **320k** | **100k** |
|---------|----------|----------|
| less time spent on patron communication | total ticket buyers across all venues | patrons wifi data provided via SocialSignIn |

# The Challenge

## Remove blockers for the productivity and efficiency in sales and marketing campaigns

JaxEvents recognized there were gaps in current systems that prevented them from achieving optimal effectiveness in managing seven properties.

### Key Challenges

- Incomplete data
- Lack of time and resources
- Previous app was non-intuitive
- Disparate ticketing data from multiple systems

# The Solution

## Leverage automation capabilities within the Fan Data Platform

FanThreeSixty offers a centralized, unified view of all data points, and a connected marketing solution capable of seamlessly automating workflows for organizations managing multiple properties.

### FTS Continuously:

- Links duplicate records
- Provides enriched knowledge of attendees
- Presents a unified view of all patron touch points
- Combines Ticketmaster and AXS data into one platform

# The Impact

## Implementing strategies to grow a registered fanbase

JaxEvents staff shared a "Register to Win" mobile communication (comm) to all mobile users, inviting them to provide their name, phone number, email, and birthday for a chance to win complimentary tickets to the Morgan Wallen show at Vystar Arena.

## Key Results
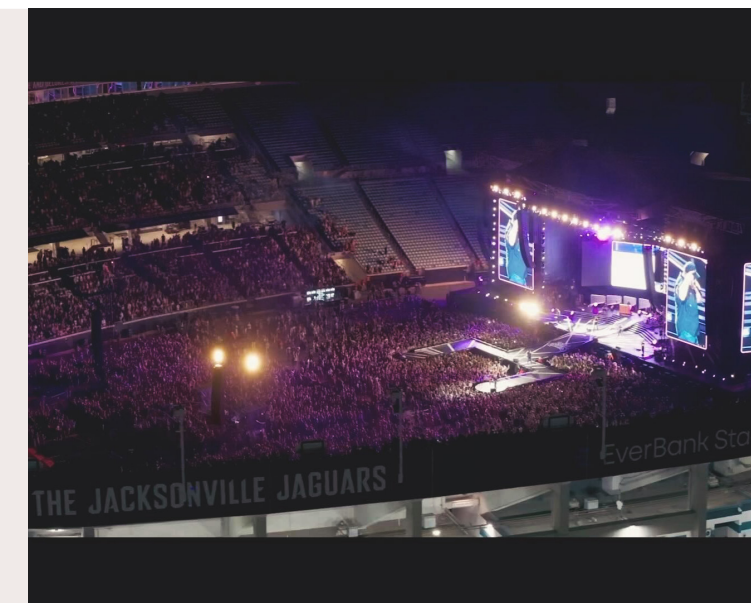
| 915 | 14k | 73% |
|---|---|---|
| new registered users | impressions | engagement rate |

"During a busy fall season with 5 to 7 events a week between all the venues, FanThreeSixty can save us up to **20 hours** of manual processing."

**David Philips**
Marketing Manager
ASM Jacksonville

**FanThreeSixty**

# Increase mobile engagement and sales across entire fanbase

JaxEvents staff conducted an app-exclusive holiday campaign to enhance mobile engagement and ticket sales. They sent out a daily Enter-to-Win Form to mobile users gathering name, email, birthday, and phone numbers in exchange for a chance to win tickets and receive show discounts.

## Key Results

**1.6k**
new app users

**70%**
engagement increase

**14k**
campaign impressions



# Moving forward

## JaxEvents is currently the only ASM Global venue with a fully integrated product suite

Marketing staff can manage mobile communications, standard and custom audiences, emails, and all ticketing and parking data across seven venues on one platform.

**50%**
less time spend on patron communications

The next steps for this partnership include fully implementing JaxEvents current data integration project. Once fully implemented, all of JaxEvents key systems will be connected and they can expect to:

1. Expand revenue and sponsorship initiatives

2. Further enhance the patron experience

3. Incorporate FanThreeSixty's mass texting services

**FanThreeSixty**

# Let's talk

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**Data Fueled. Results Driven.**