SELL OUT YOUR STADIUM
by Revealing Your Unknown Fans

Semcasting partners with professional sports teams to drive ticket sales by engaging fans through **identifying and targeting the 'Unknown Fan.'** In just three months, one NBA franchise achieved **over 380% ROI in ticket sales**.

4,000+ tickets sold

$213K+ in ticket sales

380% ROI

IDENTIFYING 'UNKNOWN FANS' turns the former Unknown Fans into named prospects, who are scored, segmented and targeted through media campaigns.

THE 'UNKNOWN FAN' refers to people visiting the team's website or were in the stadium for at least one game, but are not season ticket holders.

TARGETING THESE FANS in digital campaigns drives increased season & single ticket, as well as merchandise purchases – all contributing to the team's bottom line.
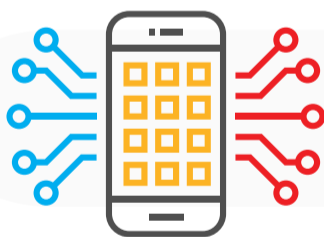
Semcasting's
UNKNOWN FAN PROGRAM

01 Models the team's CRM data to identify the characteristics of ideal ticket holders

02 Scores look-alike audience models to identify and reach prospective ticket buyers

03 Captures device activity during games at the team's stadium and maps those to names and addresses

04 Identifies audience travel time and patterns of commuting to ticket sales

05 Aligns highly targeted media to the scored audiences, and attributes ticket sales to media engagement & ad spend

View the full case study at
semcasting.com/unknownfan