

Arizona Coyotes increase group sales revenue and efficiency using Spinzo.

Challenge

Like most other professional sports teams, the Arizona Coyotes have a group sales department that works with companies, organizations, and schools, offering discounted ticket prices commensurate with the expected size of the group. With only 5 days before a game, the Coyotes had excess seat inventory, and wanted to engage a minor hockey association with a group offer. In similar past situations, the Coyotes have found it difficult to engage a group in such little time, resulting in low ticket sales. Furthermore, the assigned Coyotes group sales representative would typically spend many hours compiling order forms, processing tickets, and making phone calls to the group, in an effort to draw interest.

Solution

For this promotion, the Coyotes used Spinzo, a social group sales platform that fills seats with a key pricing incentive: the MORE who buy, the LESS everyone pays. With Spinzo, the team was able to launch their own branded promotion to the group. As a certified partner of Ticketmaster, Spinzo automatically reserves seats into the Coyotes ticketing system as people join the promotion. Buyers from the group are compelled to spread the word to get a lower overall group price.

Results

When compared to similar past promotions, this promotion saw:

34%
More Tickets Sold
(at the same ticket price)

2x
Faster
(5 days vs 10 days)

75%
Less Time Spent
(by the sales staff)

The minor hockey association found the system very easy to use and share. The group sales rep said that Spinzo offered “significant benefit in terms of convenience and time saving”.

Spinzo will revolutionize the way we sell Super Groups. It is significantly better than how we do it today as it involves social selling and more. – Bill Makris, Vice President, Ticket Sales & Service