

Regina Pats increase ticket sales and fan engagement using Spinozo.

Challenge

Like most other sports teams, the Regina Pats are constantly looking for unique and innovative ways to engage fans, with the ultimate goal being to sell more tickets. The Regina Pats often use “group affiliates” to help promote games to employees, friends, and family of the affiliates. The holidays are a particularly difficult time of year of sell tickets, so past promotions in December haven’t performed very well, despite significant discounts. The Pats have found it hard to engage fans on social media in a way that will generate more excitement and ticket sales. Furthermore, providing immediate and massive discounts tends to have a negative overall branding impact.

Solution

For this holiday season, the Pats decided to launch back-to-back group affiliate promotions powered by Spinozo, a social ticket sales platform that fills seats with a key pricing incentive: the MORE who buy, the LESS everyone pays. This eliminates the stigma of an immediate discount, and compels buyers to spread to word to get a lower overall price. With Spinozo, the team was able to launch their own branded promotions, featuring the branding of their affiliates as well.

Results

When compared to simultaneous baseline promotions for the same games without using Spinozo, these promotions saw:

99%

More Tickets Sold
(at a higher average price)

82%

More Social Interactions
(Facebook Shares/Likes)

40%

Of ticket sales in final 4 hours
(due to rapid sharing)

One of the promotions went viral in the final hours, with purchase order coming in every few minutes.

Spinozo offered us an engaging way to give our fans ticket purchasing incentives. The uniqueness of the promotions led to local media attention which further drove activity. – Kellin Enslev, Director of Ticket Sales