

i4conAnalytics

Ticket Optimization Model

Ticket revenue is central to overall profitability for most professional sports organizations. Our model helps optimize ticket revenue through modelling and scenarios.

Key Questions Answered

How do promotions, media and non-marketing baseline data drive ticket revenue? How can we further optimize ticket revenue?



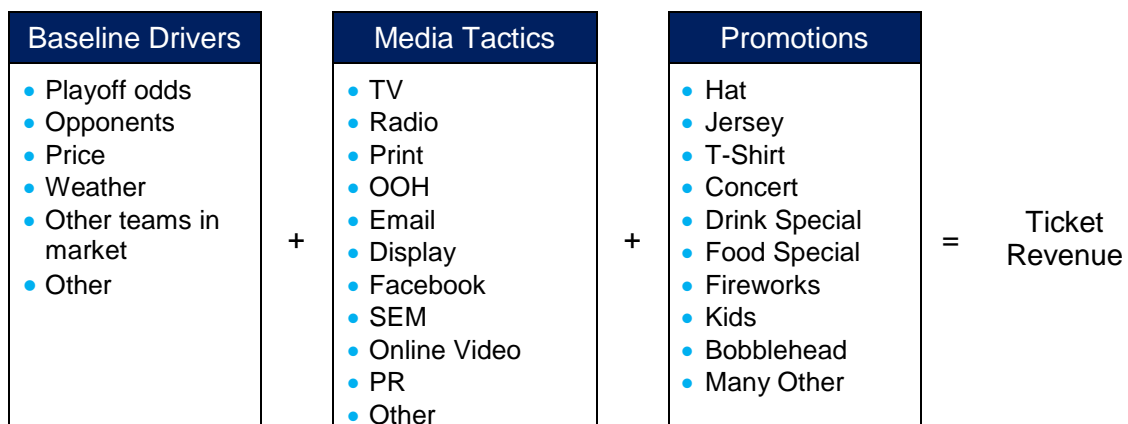
Benefit of this Model

1. Optimization across media and promotion tactics that can lead to 1,000's of incremental ticket sales
2. Understanding the contribution of individual media tactics and promotions which can lead to adjustments. With more clarity to the contribution of a specific promotion it could affect a future renewal.
3. Updates to the model, perhaps twice per year for a longer season, affords customization as new media and promotions are introduced. This is more helpful than a non-custom model that gives you a proxy for a new promotion but is not all that precise.

Methodology

Using marketing mix optimization through regression we can optimize ticket sales at the game date level. We regress baseline, media, and promotion tactics against ticket sales by day (ideally 2+ years of data). We also have proprietary Machine Learning and Artificial Intelligence that fine tunes the model's accuracy. The output is an easy to use Excel scenario planning tool by home game for the year. All activity for the year is looked at for its contribution. Everything is transparent, and we offer support.

Types of Data Involved



About i4conAnalytics

i4conAnalytics delivers the best marketing analytics. We uncover fact-based insights to create business strategies, drive company growth, and deliver breakthrough communications. Client profits exceed \$500 Million. We have worked with clients in more than 40 companies/institutions across 20 industries and 10 countries. www.i4con.com