



## ***Reduce Workload and Maximize Incremental Revenue***



### ***Overworked and under-staffed? Too few resources to strategize?***

Give your ticketing, marketing, and development teams the tools and strategy they need to succeed with hands-on expertise from Affinaquest. AQ Advantage augments internal staff by providing easy-to-implement, productive solutions. These strategies drive incremental revenue and departmental efficiencies leading to more fans in seats and donations in the bank. Allow your staff to spend more time building real relationships and less time trying to identify them.

### ***What We Do***

*No matter your role in your department, Affinaquest offers:*

#### ***Maintenance***

We're here to see you succeed. With Affinaquest's industry-leading solutions, AQ will share best practices to support your department's goals. AQ Advantage offers account management to provide accountability and ensure measurable progress on your journey.

#### ***Administration***

Clean data is the key to outcomes. AQ Advantage manages your warehouse and CRM ensuring you have relevant, actionable insights ready for your next great sales, donor, and engagement campaigns.

#### ***Strategy***

Affinaquest will develop key customer profiles that are based on campaigns, biographical data, and digital engagement. Utilizing those customer profiles, Affinaquest will provide strategic assessments of your constituent data to generate targeted ticket sales and fundraising campaigns that will drive results.



**Maryland's collaboration with AQ Advantage helped them identify over 3,000 fans for targeted and personalized campaigns for their women's basketball season.**

Affinaquest integrated ticketing and merchandise data to create lookalike audiences to target.



**AQ Advantage turned Florida's single game buyers into over 70 new season ticket holders.**

Through strategic analytics on spending thresholds, they identified buyers with the greatest potential for upsell as well as additional lookalike constituents.



***You're the expert on your department's needs and your fans' desires.***

With AQ Advantage, Affinaquest experts provide thorough sophisticated data analysis and engagement best practices that drive results. Combine institutional knowledge with Affinaquest's powerful software to optimize your strategies, implement targeted campaigns, maximize fan engagement, and drive incremental revenue.

## ***Unlock the Untapped Potential of Your Data***

- Analyze and profile existing ticket buyers to better understand their interests and behaviors to identify other similar fans.
- In renewal season, identify your fence-sitters and ensure you are allocating the right resources. Streamline campaign efforts by prioritizing patrons with renewal scoring.
- Uncover hidden fans in your database who may be prepared to increase their engagement and spending.
- Utilize wealth and engagement scores to identify new prospects across the country for major gift donations.



### ***How It Works***

Affinaquest builds collaborative and continuous partnerships, catering solutions to meet your evolving needs.

"This new service will enable athletic departments to drive ticket sales, increase donations, and maximize fan engagement. With historic turnover and limited resources throughout the industry, Affinaquest is excited and prepared to support the needs of our clients by executing strategic initiatives to meet and exceed their goals."

**Steve Hank**

*EVP of Collegiate Athletics, Affinaquest*

***Elevate Your Athletic  
Department with AQ Advantage***  
40+ Division I Athletic Departments Including:

