

You focus on the fans. We'll take care of the data.

Achieving goals comes with a unique set of challenges, especially when resources are stretched thin.

AQ Advantage is more than just a service; a **dedicated data analyst** will join your team to drive success.



Maximize ticket revenues

New season ticket sales, renewals, and single-game and group tickets



Optimize donations

Annual fund and philanthropic



Enhance ancillary revenue sources

Merchandise, concessions, and more

How the University of Mississippi's dedicated AQ Advantage analyst **drove results**:



Goal

Increase attendance

to key basketball games over winter break

Strategy

Built 3 campaigns

to target specific segments of fans

Result

24% converted

into ticket-buyers



AQ Advantage amplifies performance with three types of services.

Contract separately or with bundles and leverage our data expertise in the **areas that support your needs.**

AQA Essentials

Proactively maintains your Central Intelligence environment so **data is always actionable.**

AQA Administration

Segments your target audiences and **builds campaigns** to load into your CRM.

AQA Strategy

Annually evaluates goals and historic data to create **strategic recommendations** that maximize performance.

About Affinaquest

Affinaquest powers constituent engagement for academic institutions and medical centers, driving philanthropy and long-lasting affinity. We offer innovative data insights, advanced predictive analytics, and best-in-class CRM software native to the Salesforce platform. Affinaquest equips clients to be the architects of their success by surfacing opportunities for increased and more personal engagement, driving meaningful revenue growth. Our approach to innovation is not about reinventing the wheel - it's about transforming it to shape the future of philanthropy.

