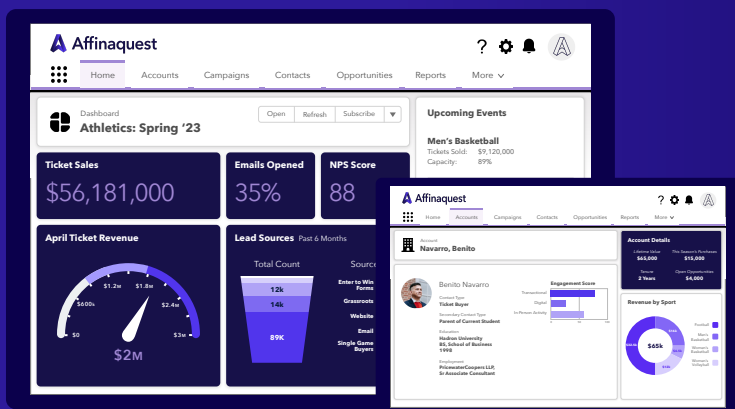


YOUR FANS ARE WAITING, GO GET 'EM



Introducing **Athletics RM** by Affinaquest

Developed for Athletic Departments and powered by Salesforce, Athletics RM is the solution to uncover new revenue streams, boost fan engagement and gain deep insights into buyers and donors*. Stop manual, time-consuming guesswork and start implementing data-driven strategies to secure potential buyers and upsell like a pro.

Solution Overview

The Situation

From conference realignment changes, Name, Image and Likeness (NIL), greater competition for season ticket buyers' share of wallet, and limited staff and resources, athletics departments must find new ways to grow revenues and donations.

The Opportunity

Athletics departments sit on scores of data from ticket purchases, merchandise sales, donations, gameday activity, and so on. When integrated with the Affinaquest Central Intelligence data warehouse solution, Athletics RM serves to provide data insights that help place focus on the right efforts that yield the best results. Say goodbye to managing your sales pipeline or fundraising efforts in multiple systems. In just a few clicks, Athletics RM makes it all effortless.

The Impact

- **Grow revenues and donations**
Athletics RM's Customer Mapping feature displays demographic and behavioral data of your best fans and donors across multiple personas so you can identify similar constituents who have yet to purchase from you.
- **Maximize season ticket upsells**
When integrated with the Affinaquest Central Intelligence solution, Athletics RM's Lead Propensity and Capacity Scores feature identifies those single ticket buyers with a high probability of converting into season ticket/plan holders and lifelong donors.
- **Accelerate sales and fundraising wins**
Athletics RM powers up Sales and Pipeline Management for sales and fundraising teams by making it easier to manage stage and status of pending ticketing and fundraising transactions as well as measure what converts to improve targeted outreach activities.

Athletics RM's Comprehensive Suite of Winning Features

➤ **Marketing, Sales and Fundraising Campaigns**

Athletics RM allows you to identify your most effective marketing, sales and fundraising campaigns, so you can focus your efforts on activities that yield the best results. Track ROI and maximize campaigns which are most successful.

➤ **Sales, Pipeline and Donation Management**

Quickly review and manage the stage and status of pending ticketing and fundraising transactions. Measure conversion rates to better understand effective sales outreach activities.

➤ **Propensity and Capacity Scoring**

When integrated with our Central Intelligence solution, access insights to identify fans with the propensity and capacity to increase their engagement. Easily identify and manage single ticket buyers to convert them into season ticket/plan holders.

➤ **Season Ticket Holder Management**

Identify renewal risks, so you can prioritize your sales efforts effectively. Gain deep insights into the preferences, habits, and buying behaviors of your season ticket holders, enabling you to tailor their experience and delight them. For tenured season ticket holders, uncover opportunities for premium upsells.

➤ **Constituent Profile Mapping**

Understand the demographics and habits of your best fans across multiple personas to identify similar fans who have yet to engage or purchase.



➤ **Constituent Journey Mapping**

Map the lifecycle of your buyers so you can better engage with them at each stage of their journey and increase satisfaction. Track behavior and create personalized communication plans to help keep fans, prospects and donors engaged and attending events.

➤ **Fan Engagement**

Understand the lifetime value of your buyers to build long-term relationships. Track RFM Scores to target the right people at the right time.

➤ **Integrate into Central Advancement Database**

Know everything there is to know about current and prospective donors when you integrate your data into a central advancement database with Athletics RM and Central Intelligence. Increase visibility and alignment with advancement into fundraising campaigns and donation data.

➤ **Events and Attendance Management**

View attendance game and non-ticketed events attendance data into non-ticketed events to plan and manage them more effectively. View how many games your fans have attended to gain insights into their level of engagement.

➤ **Registered App Users**

Understand customer behavior by measuring and tracking app usage and downloads.

➤ **Wealth Screening and Data Appends**

Drive revenue growth by identifying and profiling high net worth prospects based on data appends and wealth screening. Athletics RM ensures that you don't lose sight of potential buyers or donors who may not visit your venues or those who live in other geographic areas.

**When integrated with the Affinaquest Central Intelligence Data Warehouse solution*