

Affinaquest reveals your hidden fans with data-driven intelligence.

Equipping athletic departments with **actionable fan insights** to broaden reach, maximize revenue, and deepen affinity.



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

Where **data expertise** meets elite collegiate athletics.

Affinaquest has empowered the Gamecocks of the University of South Carolina to:



Generate
\$2.25M

in additional
revenue

Achieve
\$1.7M

in new ticket sales
across 4,500+
new buyers

Secure
\$570K

in donations
from 800+
new donors



Uncover the value of your hidden data with our winning solution.

CentralIntelligence

Central Intelligence **streamlines and enhances constituent data**, creating comprehensive, actionable fan profiles that drive personalized campaigns to engage fans.

AthleticsRM

Athletics RM **pulls those fan profiles** into one easily accessible location. This lets your team personalize outreach and **track campaign results** to know what works and what doesn't.



PredictiveAnalytics

Predictive Analytics shows your team who to contact, when, and with what offer, ensuring your team spends time **engaging fans most ready to convert.**

AQAdvantage

AQ Advantage brings our industry experts to your team to ensure every platform feature is leveraged to its fullest potential. **You focus on the fans. We'll take care of the data.**



"There were people out there wearing Gamecocks shirts who were our biggest fans, and **we didn't know who they were.** Affinaquest helped introduce us."

Dan Stahl | Associate AD, Revenue Generation, University of South Carolina

