

DRIVE RESULTS WITH AFFINAQUEST

**Reach New Fans,
Drive Incremental Revenue,
Allocate Resources Efficiently**



Boost game day attendance and revenue. Identify new season tickets holders.

Achieve the winning strategy to maximize your data and deliver personalized campaigns that will skyrocket ticket sales and donations.

Affinaquest solutions offer actionable business insights to athletic departments.

- Always know who your best fans are, reach new fans effectively, and generate incremental revenue through ticket sales and donations.
- Universities nationwide have adopted Affinaquest solutions, witnessing remarkable growth in their fan base and donation numbers.
- Invest your valuable time and resources in a proven system that delivers results.



South Carolina Generated Over \$1 Million in Incremental Revenue

Through Affinaquest's Central Intelligence, South Carolina integrated merchandise data into Central Intelligence to gain access to over **150k previously unknown fans** to promote ticket sales and donations.



Florida Gators Raise Major Gifts from Thousands of New Prospects

Gator Boosters utilized Affinaquest's Central Intelligence to discover thousands of new prospects. With a modern dashboard to identify the best opportunities across the country, they maximized their fundraising outreach efforts. These new prospects contributed more than **30 major gifts** resulting in nearly **\$9 million in fundraising revenue**.

"We wanted to engage Affinaquest because they are the proven leader in providing insight into the world of data and analytics. We are using the data to make smart business decisions and to help drive our revenue and engagement with fans."



Matt Monroe

Associate AD, Annual Giving
and Ticket Operations
University of Maryland

Affinaquest's comprehensive solution suite provides the tools you need to unlock the power of your data, drive engagement, and increase ticket sales and donations at your institution. **Elevate your department's success today.**

The Playbook

Central Intelligence

- Work smarter, not harder with comprehensive, integrated, and clean constituent data records.
- Built on a proprietary CleanData data hygiene solution, connect data from across your organization and create a 'Golden Record' for each constituent.

Predictive Analytics

- Automatically reveal where the next opportunity exists.
- Maximize yield and productivity on every ticket sale, donation, and renewal opportunity.
- Utilize strategic insights and intuitive scores on who to target at what time, with offers that will interest them.
- Measure your fans' propensity and capacity for future engagement and purchases.

AthleticsRM

- Modern CRM specifically optimized for the needs of athletic departments, built by collegiate athletics professionals.
- Instantly access actionable insights about each of your fans and donors.
- Trust in software powered by industry-leading Salesforce CRM technology.

AQ Advantage

- Achieve your data analysis and engagement goals with easy-to-implement, productive solutions leading to more fans in seats and more donations in the bank.
- Give your hard-working ticketing, marketing, and development teams the tools and knowledge they need to maximize constituent data and boost revenue.
- Spend more time building real relationships and less time trying to find them.



Skip the tedious RFP process with Affinaquest and E&I Cooperative Services

Affinaquest's pre-approved contract with E&I Cooperative Services offers pre-set terms and conditions and specific pricing that allows you to bypass the request for proposal (RFP) process and put your data to work faster.

"We're thrilled to continue our work with Affinaquest because their solutions help our members generate new revenue and create operational efficiencies. Every time we connect Affinaquest with a new institution, I know there will be value added to that relationship."

Paul Harris

Business Development Manager, E&I Cooperative Services

Innovate with the **Best in the Game**
40+ Division I Athletic Departments Including:



LSU



Schedule a Meeting at
affinaquest.com/request-a-demo