NHL TEAM ARIZONA COYOTES
Creates The Ultimate Fan-centric Experience

A Case Study

Using innovative methods, the Arizona Coyotes are giving their fans a unique experience such as capturing who their favorite players are and using unique fan metrics to personalize emails and campaigns. Throughout the RFP process, the Coyotes were looking for a sophisticated automation platform with robust capabilities for data-point integration, personalization and segmentation to complement their unique fan experience. Part of this evaluation process involved assessment of implementation partners and cost.

"The Arizona Coyotes' mission is to proactively provide the most fan-centric, convenient, and personalized experience to meet the needs of every game attendee. Our goal is to use automated marketing technologies to create a genuine relationship between the fans and the Coyotes throughout the fans' journey." said Ben Wang, Director of Business Analytics.

Prior to implementing Eloqua, the Coyotes had no data integration or automation, could not grow beyond simple push campaigns (i.e., reactive campaigns instead of proactive), had no behavior-based communications or personalized content, had a huge churn rate, and their database was stagnant.

tegrita CONSULTING GROUP

The Coyotes selected Tegrita Consulting Group as their implementation partner to take their fan experience to the next level and achieve their goals.

Changes Implemented in partnership with Tegrita:

- Web tracking and page tag-based nurture campaigns.
- Ticketmaster data integration and leveraging data warehouse jobs into the CDO.
- Data capture of DOB, Favorite Player, Favorite Opponent.
- Integrated website and Eloqua microsites.
- Relevant email content based on behavioral data of online activities (pre-game, post-game, etc.)

The Results speak for themselves:

Ben and his team have been using robust data to inform them of their contacts' behavior to personalize content. Further, their fan engagement rates as measured by opens, clickthrough and the increase in ticket sales demonstrate improved ROI. Partnering with Tegrita was especially of value to the Coyotes team because they supported the effort through project management during the implementation, implemented a sophisticated Data Integration project between MSCRM, Data Warehouse, and Eloqua, worked on highly technical development in JQuery (among other development tasks), and provided the Coyotes with best practices and direct Eloqua training.

"The Tegrita team is extremely talented, intelligent and highly technical in Eloqua and the marketing technology space. As an analytics guy, a software engineer and a previous Eloqua user myself, I really appreciated that Tegrita always understood my technical questions and requests very well. The team not only helped us resolve our issues, but also taught us how. In the past 12 months of working with Tegrita, they have always gone above and beyond our expectations."

ww- Ben Wang.

Data Integration, Personalized Content

Increase in Ticket Sales and Improved ROI

Results

Increased Fan Engagement Rates

Strategy, Training, Best Practices