



Experience Pass[®]

Atlanta Hawks Case Study

The most flexible ticket technology in sports draws younger, millennial fans to the game.

"Mobile is everything to younger fans, and Hawks Pass delivered the experience we were looking for."

- Kyle Brunson, SVP Ticket Sales and Service

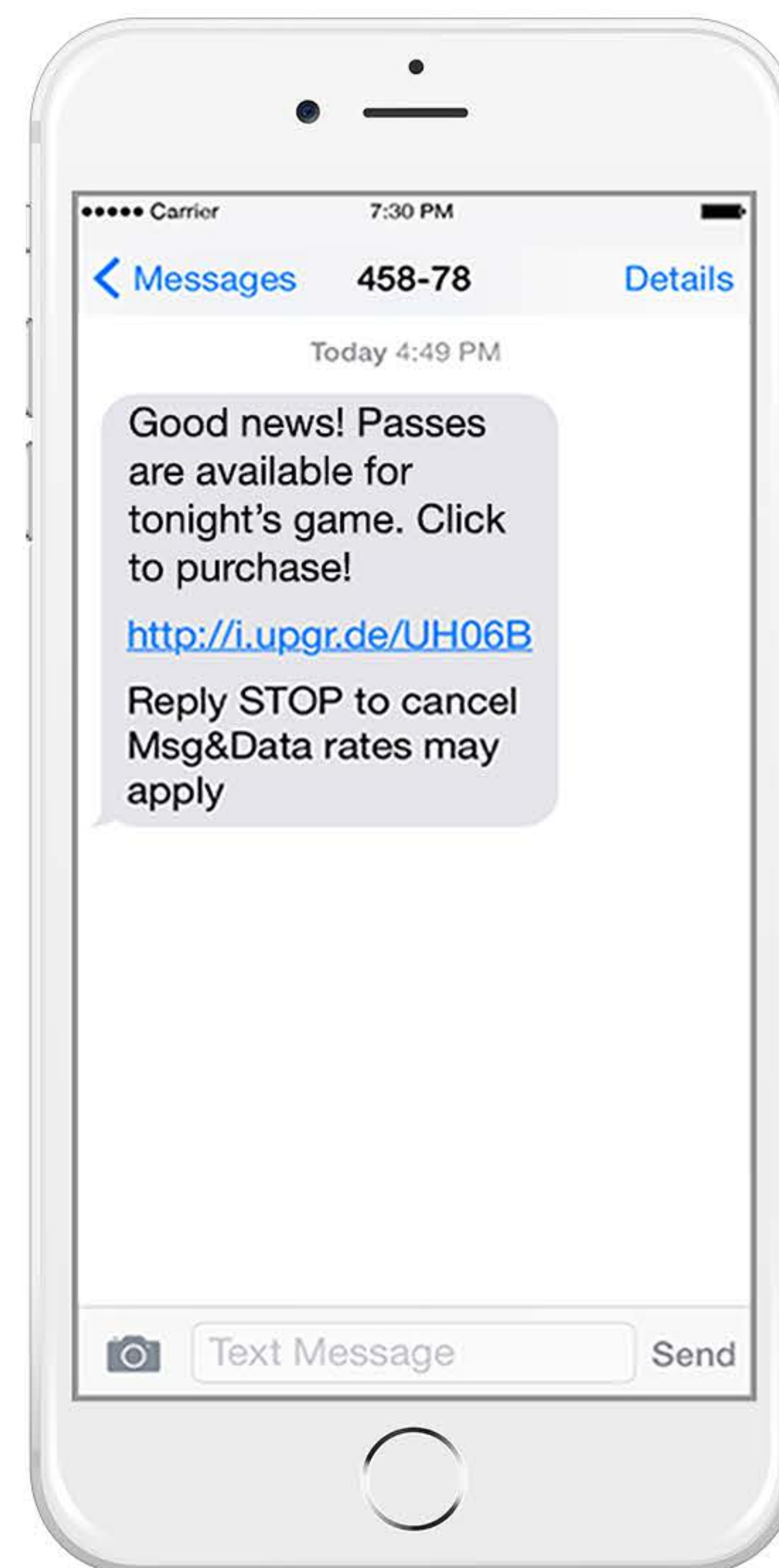
The Situation

The Atlanta Hawks, seasoned user of Experience Upgrades[®], wanted to build a younger fan base - specifically millennials - who want to attend games, but tend to make last-minute decisions. The Hawks also wanted to maintain their primary sales channels and the price integrity of their core ticketing products. Therefore, the Hawks focused on solutions that give the flexibility next-generation fans expect while also increasing mobile interaction, driving incremental revenue, and growing new channels.

The Solution

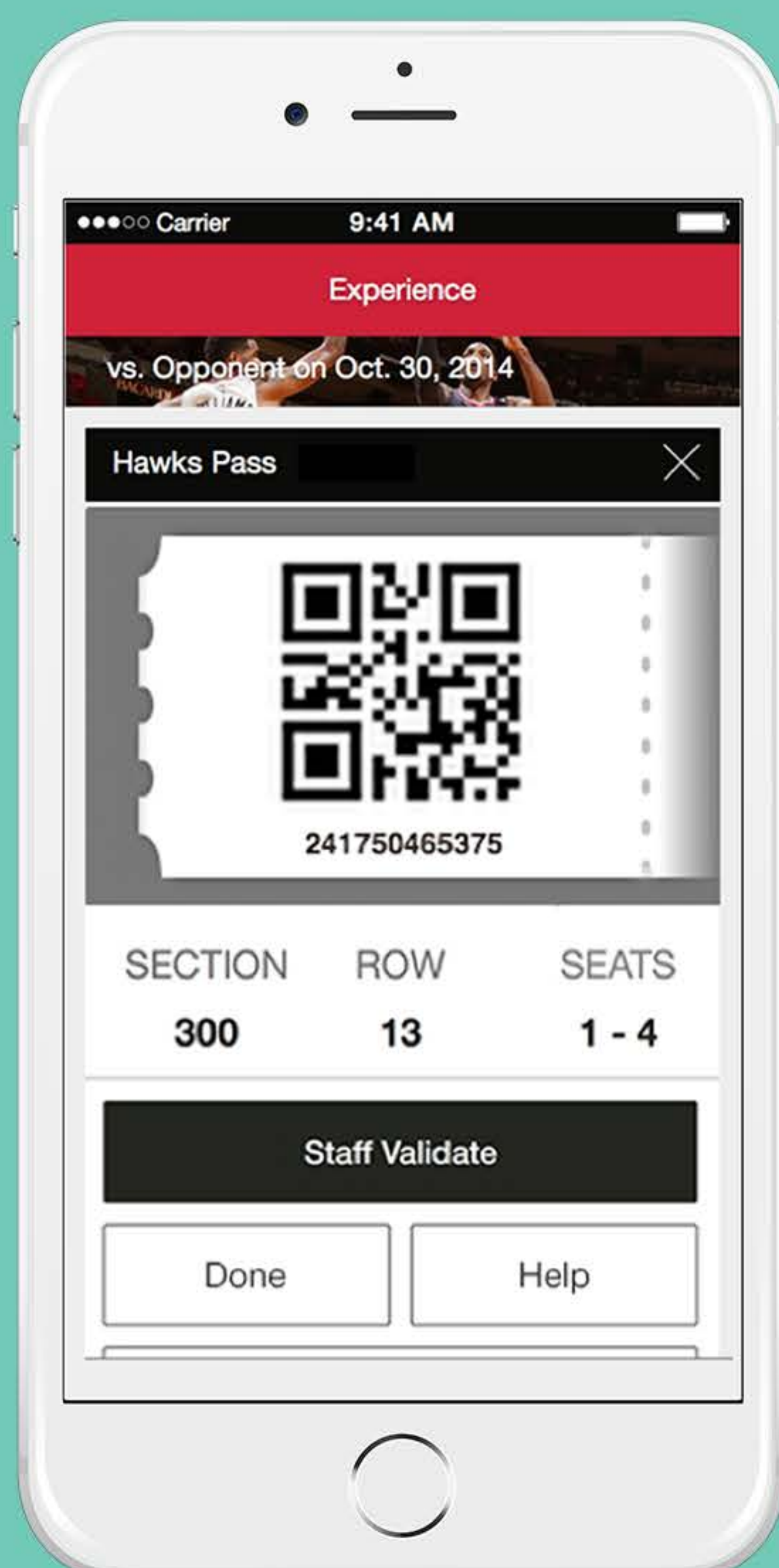
For the 2014-15 season, the Hawks leveraged Experience Pass® which gave them the ability to sell 100% mobile, standby tickets to a game. The team continued to sell tickets via their primary channels, while building a new database of millennial fans who wanted to attend, but didn't mind where they sat. These new fans:

- Received text message notifications on game day about ticket availability
- Purchased access to the game directly from their mobile device, but received their seat location only after the Hawks optimized their primary sales (the standby ticket)
- Viewed additional seat upgrade offers and VIP experiences in the same mobile platform as their mobile ticket



Text Message Alert to Purchase Access

Experience Pass = The most flexible ticket tech in sports



Seat Delivered After Venue Entry

After buying a pass, fans could go to the arena and enjoy the amenities of the venue before receiving their seat location. Then, before game time, fans were notified with their exact seat location, giving the Hawks the opportunity to maximize primary sales.

The Results

5,000 passes sold

65% of buyers had never purchased with the Hawks before

\$140k in total revenue with Experience Pass[®] One and upgrades

“Hawks Pass was tremendous for us this season. In addition to engaging fans exclusively through their mobile device, we were able to attract an unbelievable amount of new, younger fans to the game. In the off-season, we will work to convert many of these same fans to season ticket holders for the upcoming 2016 season.”

- Kyle Brunson, SVP Ticket Sales

This was amazing. Good job ATL. It was an amazing season! Now I'm trying to get season tickets!”

- mcmillan

“I wish I would've known about it sooner! Definitely would have gone to more games earlier in the season if I were signed up.”

- bjkelly59

“The Experience app is the only reason I go to Hawks games.”

- danielisthebest1

Interested in learning how Experience can help your team achieve stellar results and improve the fan experience?

LET'S TALK! And change your fans' experience forever.

Email us at letstalk@expapp.com

Experience is the award-winning fan experience technology company that helps live sports and entertainment organizations attract new audiences and convert casual attendees into fanatics. With over 300 global partnerships, Experience gives millions of fans the opportunity to personalize every live event via their mobile device.

