

DATA DRIVEN MARKETING

CASE STUDY:

CRUZADOS – UNIVERSIDAD CATÓLICA

SANTIAGO, CHILE





CRUZADOS GO BIG ON DATA

Cruzados – Universidad Católica are regarded as one of the most successful and popular clubs in the Chilean league. As a club with a rich history, Cruzados have understood the need to invest in a single platform stadium technology solution to take their customer engagement to the next level.

Following the implementation of Green 4 Solution's Go Solution, Cruzados were looking for quick results from their data driven approach to marketing. With the Go solution underpinning the business strategy, Cruzados looked to enhance their customer data both in quantity and quality in order to achieve financially beneficial results.

Having introduced the concept of data driven marketing, Cruzados looked to make it a smoother and more efficient process for supporters to give their data by introducing a customer data portal. Collecting these large quantities of data has given Cruzados the confidence to push new ideas, segment their database and drive highly targeted eMarketing campaigns to their supporters.

This digital involvement is suggesting a change in the way of life for Cruzados fans as they can now engage with the club that they love on a different level. Suddenly, they are being understood. They are getting personalised messages, timely reminders and that extra nudge they need to make sure tickets for the next big game are purchased.



ABOUT THE CLUB

Capacity: 14,118

Founded: 1937

Stadium: Estadio San Carlos de Apoquindo, Santiago

League: Campeonato Nacional, Chile

KEY BUSINESS METRICS

- Joined up approach to technology
- Single shopping basket functionality
- Ability to harvest data collected during the online booking process
- Drive personalised eCommunication

SIGN UP, SIGN UP

As part of phase 1 of the Cruzados CRM journey, the initial goal was to increase both the quality and quantity of customer data. Boasting a vast social media following (77k followers on Twitter & 291k Facebook likes) there was a strong suggestion that the database and digital fan base had the potential to grow quickly.

With the use of the Go online sign up portal, supporters were encouraged to provide their basic contact information in order to be the first to hear about latest news, offers and discounts.

Within one month, over 5,200 supporters registered through the sign up portal which meant a staggering 8% growth in database size.

AT A GLANCE

- **5,200** fans have registered their details online
- **8%** database growth
- **6,000** updated contact records

A secondary goal of phase 1 was to implement a data enrichment project. Supporters were targeted with an email, encouraging them to update and provide further personal details to further improve the quality of the existing database.

Again, within 1 month of the project, 6,000 supporters (10% of the overall database) went on to provide more personal details.

This new and improved database now allows for Cruzados to deliver highly targeted and relevant campaigns...



ACTING ON INSIGHT...

Data is worthless if you don't communicate with your audience.

Cruzados have successfully developed an eCommunication strategy which utilises the power of Green 4's Go Solution. Not only do they regularly update their supporters with fixture information and club related news – they drive highly personalised and targeted communications which can be tracked and analysed for greater insight.

The results: increased average spend per supporter, greater brand engagement, wider audience base and improved attendance figures.

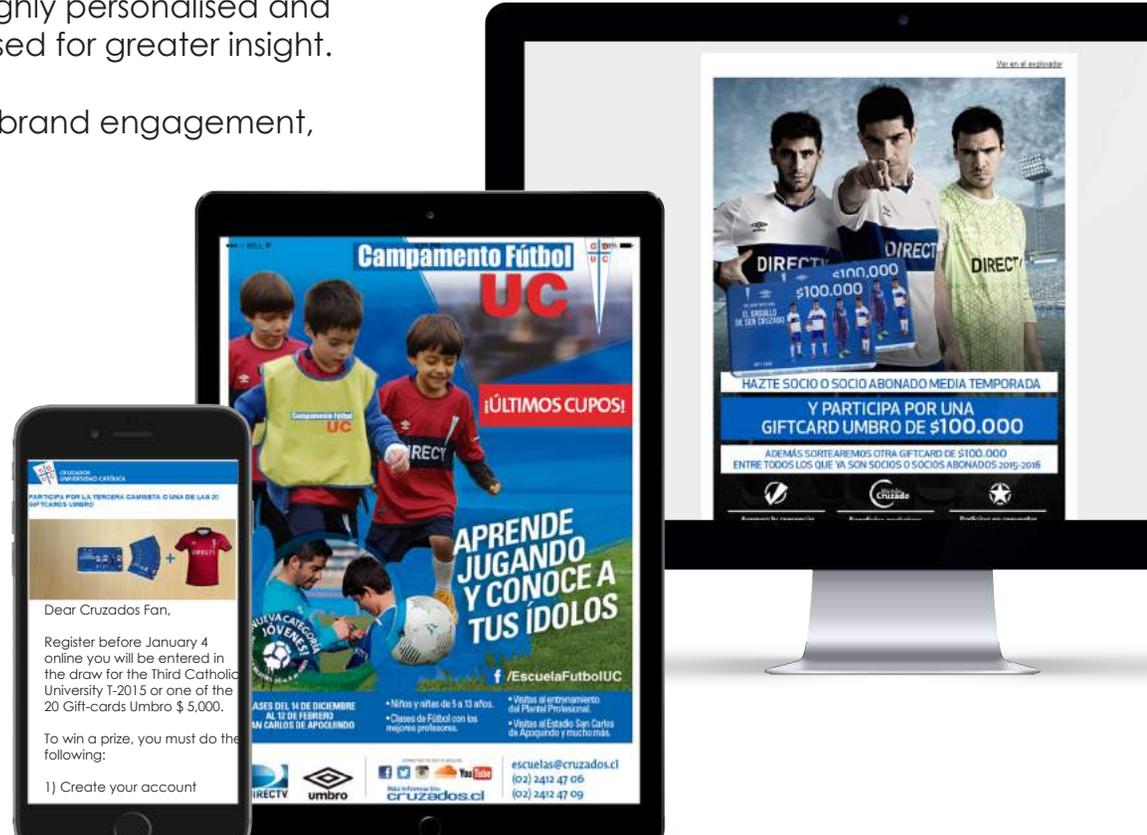
EXAMPLE: FAN REFERRAL CAMPAIGN

Supporters that successfully registered their details online received an automated competition email to win either a signed match day shirt or one of twenty retail gift cards.

For a chance to win, fans had to attach at least two beneficiary contact details to their account (friend, family member or someone interested in purchasing tickets). This action not only increased their database size by 8%, but also reduced the amount of anonymous visitors to each home game.

EMAIL STATISTICS

- 1.4 million targeted eCommunications sent since October, 2015



THE OUTCOME: 6 MONTH REVIEW

8%

Database growth since launching Go

89%

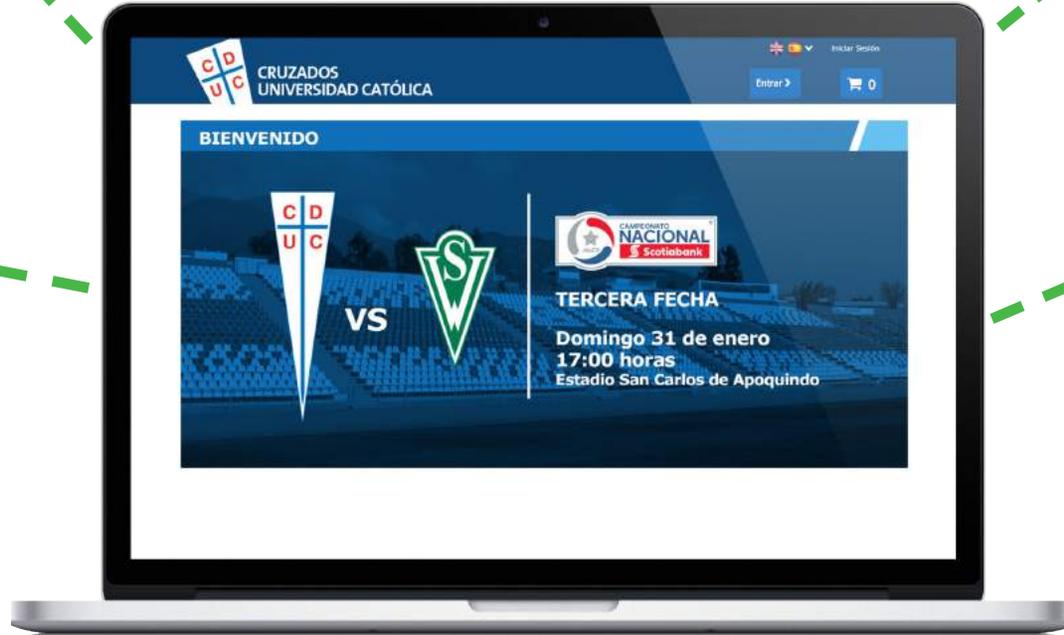
of all match day bookings now made online

6,000

accounts modified/updated for improved communications

1,630

Bookings made online for first home fixture



1.4m

targeted eCommunication sent



“ This new alliance with Green 4 Solutions allows us to have a first-class system, unique in Chile. We put ourselves in the forefront of the Chilean football industry.”

Sebastián Soria, Commercial Manager at Universidad Católica





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