

Jump



MID-SEASON CASE STUDY

Jump x North Carolina Courage

August 2025

Jump

Direct to Fan: A Midseason Look at the Future of Fandom

EXECUTIVE SUMMARY

At the start of the 2025 season, the North Carolina Courage became the first professional team to fully embrace a direct-to-consumer model—powered end-to-end by Jump.

Since launch, the Courage have unlocked major gains in revenue, efficiency, and engagement. Over 1,000 offers have been created in just four months, with personalized, data-driven campaigns driving **3x in season STM sales YoY** and **15% higher AOV** through flexible credit exchanges.

Group ticketing is now fully self-serve. Fan journeys are orchestrated across web, app, and email with automated retargeting and real-time optimization. And operational tasks that once took days now take minutes.

The shift from transactional ticketing to fan-centric engagement is already paying dividends: non-STM multi-game attendance is up 33%, and fans are spending more, staying longer, and coming back faster.

“We couldn’t have operated this way under our old system.”

—Ralph Vuono, COO, North Carolina Courage

33%

Increase in non-STM multi-game attendance YoY.

67%

of home games in 2025 set top 10 all-time club attendance records.

60%

Improved ROAS since start of season.



Sections

Streamlined Implementation

Operational Efficiency & Cost Savings

Driving More Team Revenue

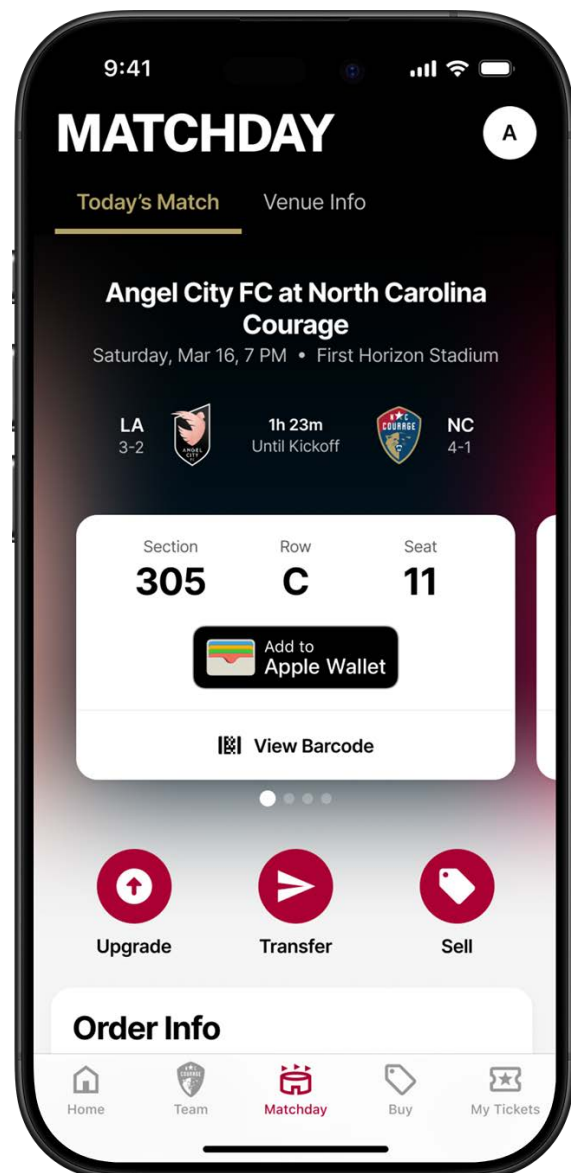
Establishing DTC Marketing Capabilities

A Better Fan Experience

Streamlined Implementation

The Courage made the leap to Jump in a single night, setting a new industry benchmark.

Jump migrated the Courage from Ticketmaster with **unprecedented speed and precision**—zero disruption, zero season ticket member drop-off, and full operational readiness by morning.



"Fans didn't see this as changing ticketing companies. To them, it felt like the team had simply taken control of their own ticket sales—exactly how it should be."



Alex Bentzon,
Director, Ticketing Revenue
& Strategy, North Carolina Courage

100% data accuracy

For season ticket member migrations, the team onboarded millions of dollars in revenue and payment plans—and all seats and fan accounts—with zero lost data.

100% STM registration rate

Every single season ticket member registered for their new team-branded account, and entered their payment details (if needed) for payment plans, ahead of the season opener.

No interruptions of sales

The system switchover was executed overnight, with <4 hours of self-service downtime for season ticket purchases and zero downtime for sales reps.

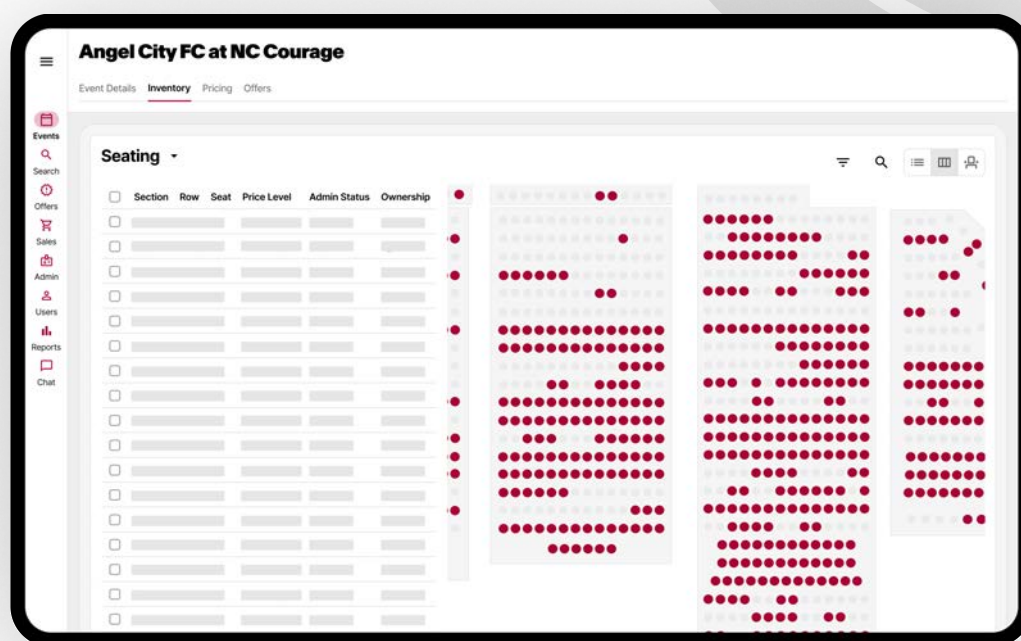
Rapid training & adoption

The sales team was trained and selling inventory on Jump within hours, not weeks or days. Sales and fan reporting was available immediately upon launch. Enterprise users consistently rate the platform and service 5/5 stars.

Operational Efficiency & Cost Savings

From Days to Minutes: A Leaner, Faster, Smarter Operation

Jump significantly increased operational efficiency through modern tools and vendor consolidation, making the front office radically more agile. By unifying disjointed tools, connecting siloed datasets, and eliminating external bottlenecks, the Courage gained enterprise-level capabilities and became a leaner, faster team.



Six-figure annual cost reduction

Jump's unified offering replaced several vendors, spanning app development, group ticketing, promotion tools and more, **freeing up budget for additional marketing.**



Sales & productivity boost

Jump's modern system reduced time to create new offers & supporting campaigns to less than 10 minutes, enabling the team to launch **1000+ offers in under 4 months.**



Self-Serve Group Offers

With Jump-powered group sales centrally integrated in the enterprise and fan experience, **groups of up to 20 members can self-serve** without talking to reps.

Driving More Team Revenue

More Offers. More Flexibility. More Data. More Revenue.

Jump's powerful tools unlocked personalized marketing at scale, with more tailored offerings presented to relevant fan segments. With highly flexible offer packaging and precise targeting, the Courage are now empowered to deliver the right offer to the right fan, at the right time, in the right place—with messaging that resonates.

1,000+

Offers Created

In under four months, the team built and merchandized more than **1,000 offers**, spanning fixed plans, flex plans, groups, single-game, premium, loaded bundles, and more.

3x

STM Sales

In-season season ticket membership sales increased by more than **3x YoY**, enabled by Jump's automated proration of fixed plan offers and flexible merchandising across app & web.

13%

Conversion Rate

The team automated several marketing touchpoints based on fan behavior, including cart abandonment emails, which had **68% open rate, 13% conversion**, and **0 unsubscribes**.

"Fan purchase behavior is dynamic now.

Jump gives us the infrastructure to keep up."



Ralph Vuono, COO, North Carolina Courage



Establishing DTC Marketing Capabilities

Nurturing Relationships to Drive Deeper Engagement

Data-driven, fan-centric marketing helped the club meet fans where they are, and created growth opportunities through experimentation and learning. The Courage are shifting from a transactional approach to ticketing to a relationship-building one — growing engagement and attendance through treating fans as VIPs & rewarding loyalty.



A great first impression

Thousands of new fans received a multi-channel onboarding sequence across email and in-app content, welcoming them and guiding them to their first—or next—purchase.



A/B testing grew last-minute sales

The club tested “last-minute” campaigns rapidly, with variants for FOMO, weather, theme nights, and more. In one test, matchday storyline content **drove 2x the revenue** compared to other content variants.



Improved advertising efficiency

By giving the club’s agency partner robust ad attribution and full-funnel behavioral data, they were able to optimize channels and **improve ROAS by 60%** since launch.



Multi-game attendance grew +33% YoY

Through welcome campaigns, rigorously tested urgency campaigns, and segmented messaging and merchandising, non-STM attendance of 2+ games grew **+33.1% YoY**.

A Better Fan Experience. Period.

Cohesive & Beautiful Team-Branded Experiences

Jump delivers consistent, team-branded experiences across web and mobile platforms—where fans engage and transact directly with the team, without third-party intermediaries.

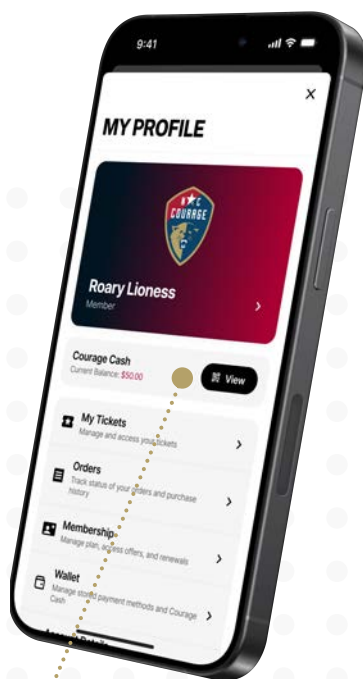
With Jump, the Courage control every fan-facing surface. Every step of the way, fans are interacting directly with the club. Fans can shop for tickets, list tickets for sale, and even exchange season tickets they can't use—with no third-party brands, links, or separate accounts.

"It couldn't have been easier. So much better than last year."

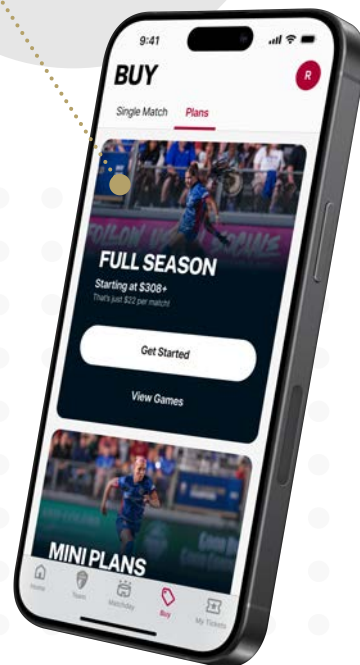
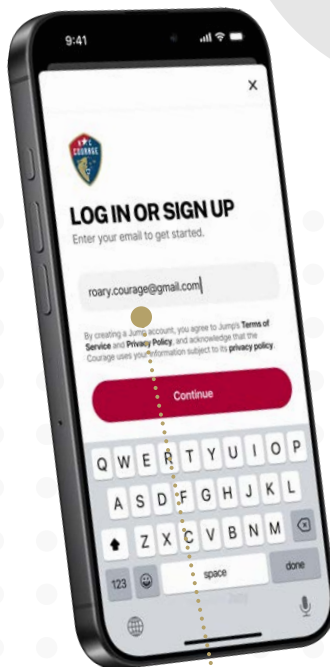
— Season Ticket Member



Club-branded experiences



Modern, elevated design



Pay with team-specific wallet

Login to team account

Conclusion

The Courage's mid-season performance shows what's possible when a team has the right tools—and the right partner. With Jump, they didn't just switch platforms; they reimagined how a modern sports organization operates. From seamless migration to continuous optimization, the Courage now run leaner, market faster, and engage fans more meaningfully across every touchpoint.

This is more than a tech upgrade—it's a strategic shift. By owning the full fan experience and leveraging a unified platform, the club is unlocking new revenue, deeper loyalty, and greater agility with every game. And they're just getting started. The Courage are proving what a next-generation direct-to-consumer sports team looks like—and Jump is proud to power their journey for the remainder of the 2025 season and years to come.

"We have been able to focus more on fan relationships than ever before. Moving beyond transactional thinking has enabled us to engage with fans as loyal stakeholders, not just data points."



Alex Bentzon,
Director, Ticketing Revenue
& Strategy, North Carolina Courage

[Contact Us for a Demo](#)



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