



Jump ×



2025 FULL SEASON CASE STUDY

# Jump x North Carolina Courage



# The first pro sports team to go full direct-to-consumer

## Season Snapshot

### A new paradigm

First full season of a pro sports team operating direct-to-consumer (DTC)

### Record-setting attendance & revenue

Record results despite challenging on-the-field performance

### Cost savings & ops excellence

Zero downtime and streamlined operations from launch through season's end

### Sections

1. Record DTC Growth
2. Growth Initiatives
3. DTC in Action
4. Operational Efficiency Gains
5. Fan Satisfaction
6. Proven Full-Season Impact

**"One, it worked. Two, the results were record-setting. Jump was the #1 reason for our growth."**



**Steve Malik**

Chairman and Owner,  
North Carolina Courage





# Record attendance and revenue growth through the DTC model

Revenue grew because the Courage could finally move at rapid speed with full data access and control of the fan experience.

## Revenue Outcome Snapshot

YoY Attendance Growth

**+21%**

vs. 5% YoY decline league-wide

YoY Increase in All Ticket Sales

**+34%**

Single Games increased +42% YoY

YoY Increase in Multi-Game Attendance

**+3.75x**

fans attending 2+ games



**“We broke multiple attendance records, and that wasn’t by accident.”**



**Ralph Vuono**  
Chief Operating Officer,  
North Carolina Courage

# Growth fueled by experimentation, personalization & automation

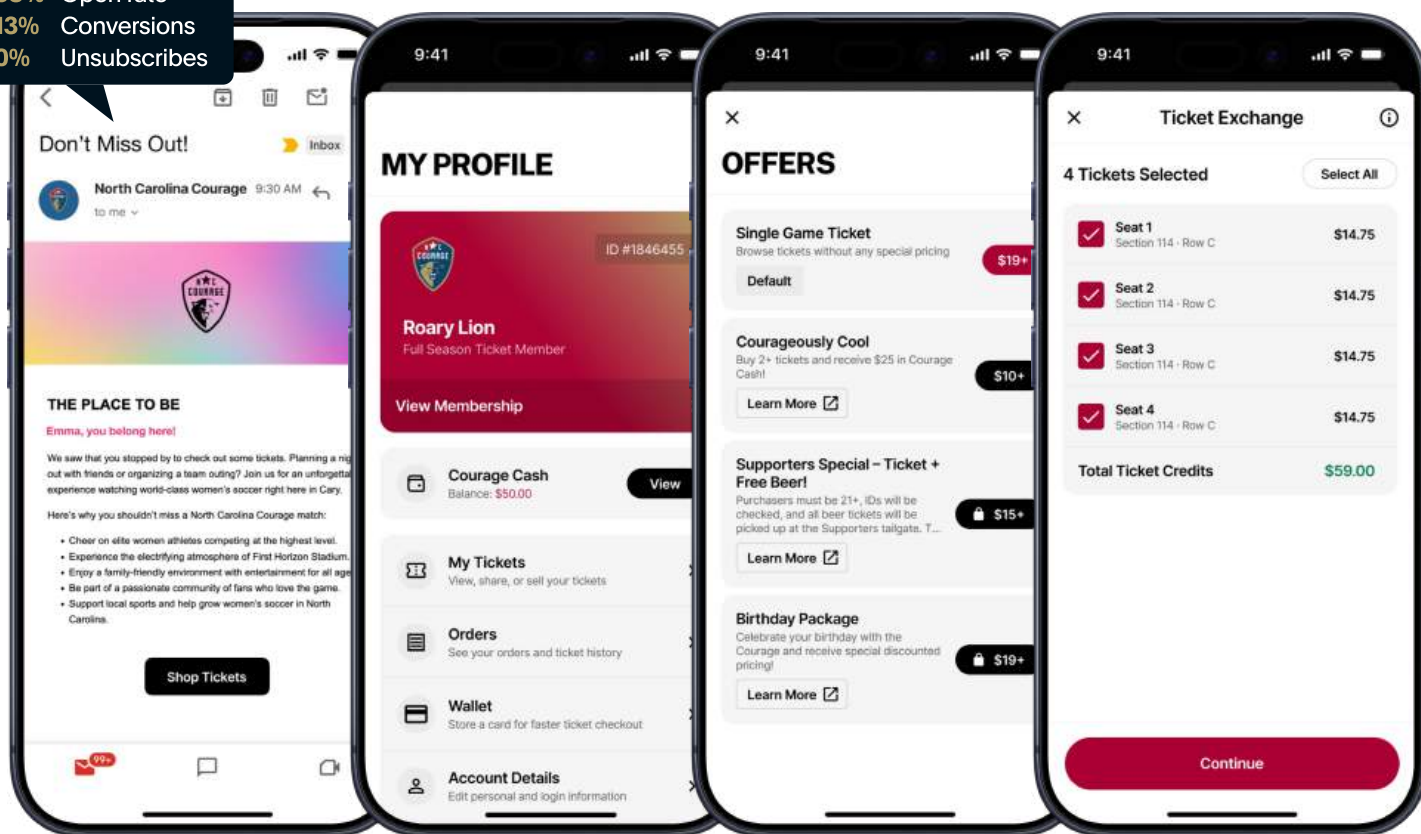
By continuously testing and automating, the club turned insight into repeatable revenue growth. Return attendance rate grew from 8% to 30%.

"Fan purchase behavior is dynamic now. Jump gives us the infrastructure to keep up."



**Steve Malik**  
Chairman & Owner,  
North Carolina Courage

68% Open rate  
13% Conversions  
0% Unsubscribes



## Automated Retargeting

Automated abandonment messaging drove higher engagement and consistent conversions with zero unsubscribes.



## Loyalty Incentives

The team issued digital credits and reminder campaigns that incentivized fans to return. These campaigns performed higher than benchmarks.



## Last-Minute Offers

By A/B testing each campaign in real time, the team identified which messages resonated most and increased single-game conversions.



## Flexible Ticket Exchange

Members were able to return tickets for credits and apply them flexibly to higher-order values, driving more revenue per fan.

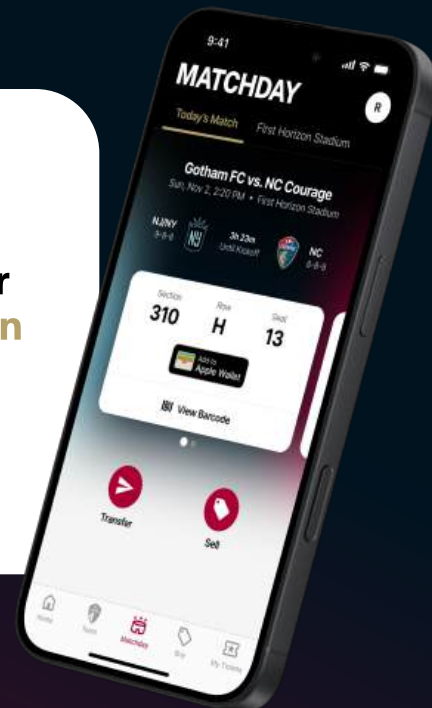
# A new DTC playbook in action



We were able to retarget fans across all our marketing channels and **increase our return rate and overall revenue.**



**Ralph Vuono**  
Chief Operating Officer,  
North Carolina Courage



We're now able to change things on the fly, which is essential in sports."



**Kiana Bopp**  
Senior Manager, Strategic Marketing,  
North Carolina Courage



To be able to know that when we spend X, we get Y and **can now measure the lifetime value of the customer**, changes the entire model."



**Steve Malik**  
Chairman & Owner,  
North Carolina Courage



# Cost savings and operational efficiency, delivered by Jump's unified system

## Zero Game Day Issues

0

Access control or venue ingress issues vs. the frequent outages from previous platform

## Reduced Time Spent on Support

**90% Faster**

response time than incumbent vendor's support

**95% Reduction**

in issue resolution time from incumbent vendor's resolution timelines

**"Our team spent less time on service calls and more time driving revenue."**



**Alex Bentzon**

Director, Ticketing Revenue & Strategy, North Carolina Courage

## Flawless Data Migration

**MILLIONS** of dollars migrated

**THOUSANDS** of memberships transferred

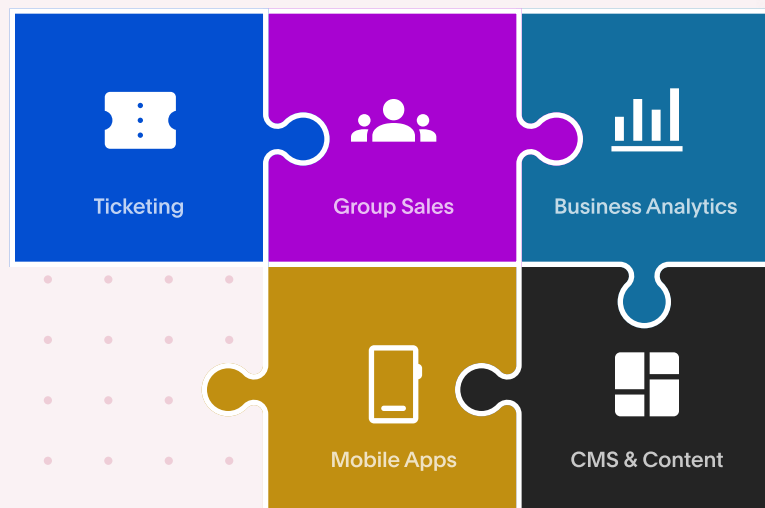
**ONE HUNDRED** percent accuracy

**ZERO** downtime for the sales team

**By replacing fragmented tools with a single system, the Courage reduced complexity, cut costs, and ran operations more reliably.**

### Previous Stack:

5+ ticketing and data systems



### Current Stack:

1 unified platform from Jump



# Courage fans loved engaging directly with the club

Because the Courage could move fast, experiment, and operate efficiently, the club massively improved its fan experience, which accelerated its engagement and revenue flywheel.

## Fan Satisfaction

9 of 10

fans familiar with the prior system said  
Jump was better.

Source: 2025 Courage Fan Engagement Survey

“

The Jump system is awesome compared to Ticketmaster (which was horrible).”

North Carolina Courage Fan



“

I think the app and ticketing experience has been great! Really smooth and easy.”

North Carolina Courage Fan



# End-to-end impact, proven over a full season

The Courage didn't just switch ticketing systems—they changed their operating model.



## Huge Revenue Growth

The team converted more efficiently, retargeted faster, experimented continuously, scaled offers, and drove incremental match-day spend through digital incentives.



## Lower Costs & More Efficient

The team consolidated vendors, reduced game-day triage, removed manual workflows, and got to a steadier operating rhythm, freeing staff to focus on growth.



## Elevated Fan Experience

The team crafted unique fan journeys with precise targeting, engaged directly with fans on their terms in their brand voice, and in ways they completely controlled.

**"Every day we thought: we could never have operated like this before."**



**Ralph Vuono**  
Chief Operating Officer,  
North Carolina Courage

