

attend ⇌ CASE STUDY

How the Arizona Diamondbacks Leverage Attend ⇌ for Optimizing Fan Conversion

The Arizona Diamondbacks partnered with Attend to leverage the full platform to drive offerings, reaching everyone from local students to premium buyers with mobile-first products that are tailored for each use case.

OBJECTIVES

Optimized Product Offerings

Create customized offers for every fan in the market

Reach Fans Where They Are

Launch products that generate interest from the next generation of live event consumers

Capture Efficiency

Work with one partner to provide multiple solutions

SOLUTIONS



Platform Partnership

- Bring ticketing ideas to life
- Iterate on what's working



Mobile-first Products

- Seamless app integration
- Automated SMS engagement



Vendor Consolidation

- One platform, every product
- Industry-leading data insights



Abandoned Cart Recovery & Retargeting

Re-engages fans who didn't complete their purchase, recovering revenue that would otherwise be lost.



High-Quality Lead Generation

Surfaces and captures net-new fan data, bringing names into the ecosystem organizations never had before.

“The Attend product platform has enabled us to capture revenues and bring new names to file we may not have otherwise.

They keep selling when the lights and phones are off.

Attend's slate of product offerings allow us to tailor to specific strategic programs that fit our overall objectives.”



Mike Delloso

Vice President,
Ticket Sales & Service,
Arizona Diamondbacks

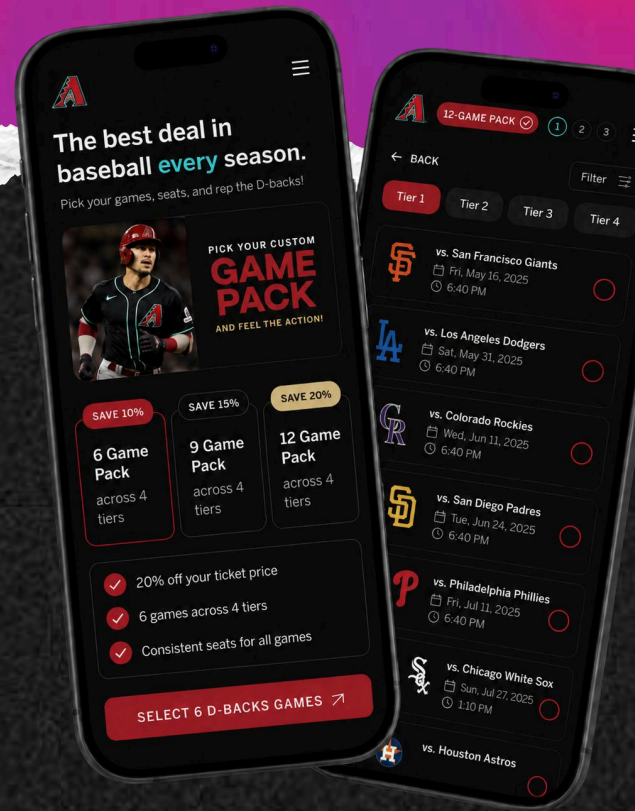


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CASE STUDY

The Arizona Diamondbacks partnership is a clear illustration of Attend's biggest differentiator: the power of one platform to drive fan conversion at every level, from first-time buyers to premium suite purchases, without adding vendors or complexity.

PRODUCT	YOY REVENUE GROWTH
Premium	+75%
Access Pass	+56%
Upgrades	+140%
Gift Cards	+80%



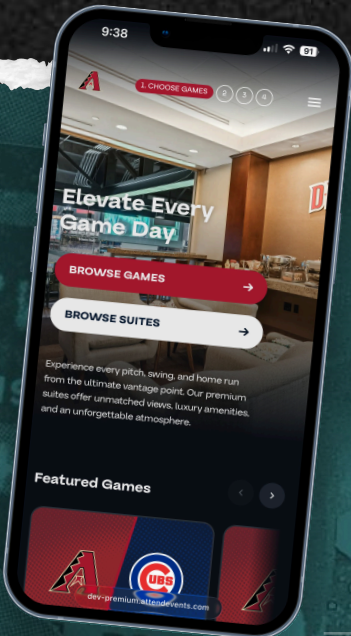
NEW VISITORS
163K+



TOTAL '25 REVENUE
\$3.36M



TRANSACTIONS
87K+



PRODUCT HIGHLIGHT: PREMIUM



NEW BUYERS TO ECOSYSTEM

83%

Net-new names. Net-new revenue.



PURCHASE OUTSIDE BUSINESS HOURS

55%

Attend sells while your team sleeps.

Ready to optimize your fan conversion practice?

SCHEDULE A CONVO

