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Case Study



TEXAS
The University of Texas at Austin

Texas
Athletics



equipe.

The University of Texas Athletics + Equipe: Transforming Data into a Winning Game Plan

The Challenge: Playing Defense with Legacy Systems

Before partnering with **Equipe**, the **University of Texas Athletics** found their data operations stuck on the defensive, heavily relying on a legacy vendor that required constant troubleshooting and manual oversight just to maintain basic reliability. Data silos and inefficient processes were creating friction across multiple departments:

- **Delayed Fan Insights:** Eloqua survey data lived completely outside the data warehouse. Relying on slow, manual Excel exports meant that critical fan feedback arrived too late to actually improve the fan experience
- **Salesforce Inefficiencies:** Accounts were being created through rigid, opaque logic that resulted in duplicate records, forcing staff to spend hours manually cleaning the data before it could be trusted
- **Sluggish Ticket Sales:** Ticketing teams were bogged down by an hours-long, manual list-building process. Broad email outreach meant they were missing high-potential fans, particularly during tight holiday sales windows

Texas Athletics reached out to Equipe to help them address these problems, realizing no other solutions on the market offered a single solution.

Equipe was able to tackle each with ease.

Here's how.

Breaking Down Data Silos: Eloqua Survey Integration

Solving Delayed Fan Insights

The Problem: UT Athletics' survey data lived in Eloqua, completely isolated from their main data warehouse. The team was sidelined by slow, manual Excel exports, meaning valuable fan feedback arrived too late to actually improve the fan experience

I expected this to take about a week of focused work. With Equipe, my intern had all 14 Eloqua tables running correctly in half a day. What used to be complicated and manual is now automated and ready whenever we want to turn it on.

MADDIE HEBERT,
BUSINESS ANALYST AT UT ATHLETICS



The Equipe Solution: Equipe automated the process by deploying a reliable, reusable pipeline with built-in monitoring. What was initially expected to be a week-long project was executed by an intern in just half a day, safely replicating and standardizing all 14 Eloqua tables. This integration completely eliminated ad hoc manual workflows, ensuring that survey data is now ready and actionable in real time without requiring ongoing IT support.

4 Hours

To Establish Eloqua Integration

Eliminating Duplicates: Salesforce Data & Profiles

Solving Salesforce Inefficiencies

The Problem: Account creation in Salesforce was plagued by rigid and opaque logic. This resulted in duplicated records, forcing staff to spend hours on tedious manual cleanup before they could even trust the data.

Equipe gives us ultimate customization. We own the logic that generates Salesforce accounts, and we can create custom fields that feed directly into Salesforce. It's simple, it's accurate, and it's something no other provider offered us.

NOLAN RANEY,
DIRECTOR OF ENTERPRISE INTEGRATIONS AND DATA ANALYTICS
AT UT ATHLETICS



The Equipe Solution: Equipe put the ball back in UT's court by providing "ultimate customization" and total control over how Salesforce accounts are created. Using configurable logic and custom fields, the platform now generates accurate, duplicate-free accounts in real time. As Nolan Raney, Director of Enterprise Integrations and Data Analytics, noted, this level of ownership and accuracy was something their previous provider simply could not offer.

23

ETL
Pipelines

65

Custom
Fields

155

Replication
Jobs

0 Duplicates

In Salesforce CRM

Accelerating Revenue: Targeted Ticket Sales

Solving Sluggish Ticket Sales

The Problem: Ticketing teams were bogged down by an hours-long, manual list-building process. Broad, untargeted email outreach meant they were missing high-potential fans, particularly during tight holiday sales windows.

Equipe let us build the exact audience we needed in less than ten minutes. We did not have to guess who to target. We just filtered, exported, and sold almost \$7K of tickets.

TRACI BARRERA-ACOSTA,
DIRECTOR OF TICKET SALES AT UT ATHLETICS



The Equipe Solution: Equipe empowered frontline staff with the autonomy to build precise target audiences without having to wait on a data analyst. A single Ticket Account Executive was able to use instant filters for location, purchase history, and exclusions to build an exact audience in eight minutes. This highly targeted play directly generated \$6,985 in ticket revenue in just two days, creating a repeatable, high-conversion workflow that can be used for any sport.

\$6,985

Ticket Revenue
from 8 Minutes of
Work in Equipe

8 Min

To set up and
export an audience

The Solution

Executing a Modern Data Playbook

Equipe overhauled UT Athletics' infrastructure by replacing their prior vendor with a modern data platform. By moving to Equipe, Texas Athletics saw immediate, transformative value compared to their previous solutions.

- **Automated, Low-Lift Integrations:** Equipe turned complex, manual data pipelines into an automated process. What was expected to take a week of focused work was completed by an intern in just half a day, safely replicating and standardizing all 14 Eloqua tables. This built a reusable pipeline that delivers insights while feedback is still actionable, all without needing ongoing IT support.
- **Duplicate-Free, Custom CRM Data:** Equipe provided Texas Athletics with "ultimate customization" and total control over their Salesforce accounts—a capability their previous provider simply did not offer. Utilizing configurable logic and custom fields, the team now generates accurate, zero-duplicate accounts in real time, completely eliminating hours of manual data cleanup.
- **Instant Audience Building & Direct ROI:** Equipe empowered frontline staff to act independently. Using instant filters for location, purchase history, and exclusions, a single Ticket Account Executive was able to build a precise, targeted audience in less than ten minutes without waiting on a data analyst. This highly targeted play drove \$6,985 in ticket revenue in just two days.
- **Massive Time Savings:** Because Equipe's platform "just works," the data team no longer has to constantly monitor data health. The Director of Enterprise Integrations and Data Analytics reported saving 8 to 10 hours per week, essentially getting a full day of his week back to focus on growth rather than operational fixes.

Equipe gave us reliability. The main two things our previous vendor was responsible for we had to constantly troubleshoot. Now, with Equipe, it just works, and I get a day of my week back.

NOLAN RANEY,
DIRECTOR OF ENTERPRISE INTEGRATIONS AND DATA ANALYTICS
AT UT ATHLETICS



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