



How South Carolina activated its entire Ticketmaster Archtics feed in **under a week**

South Carolina connected and activated the full Archtics feed using Equipe's Ticketmaster integration, instead of dealing with a custom engineering project. Data now replicates hourly into Equipe, the department's own warehouse, and Salesforce, so anyone in the department can ask a complicated question, build an audience, and generate revenue in minutes, without being technical.

Under a week

From no feed to activated data

25+ feeds

Cleaned and transformed, ready to activate

Hourly, not daily

So the data is always current

“With Equipe, all of our Ticketmaster data was fully usable within a week. It's all replicating, audited, and flowing into Salesforce correctly.”



Lauren Coleman

Director of Revenue Operations, The Gamecock Club



Wayne Hiott

CEO, The Gamecock Club

“Our team is going to spend its time on the right prospects instead of building reports”

equipe.

THE PROBLEM

South Carolina had another vendor moving its Archtics data into its warehouse. However, once it was there, only the data team could truly work with it and build new things on top of it, so every question came back as a request and everyone else waited in the queue. Data the department had already paid to move was sitting in a warehouse instead of driving revenue.

South Carolina turned to Equipe to get more out of its Ticketmaster data. Ticketmaster data is uniquely hard, but Equipe had the heavy transformation logic and the infrastructure ready and handled, so rather than a three to six month build, South Carolina started activating its Ticketmaster data within a week.

RESULTS

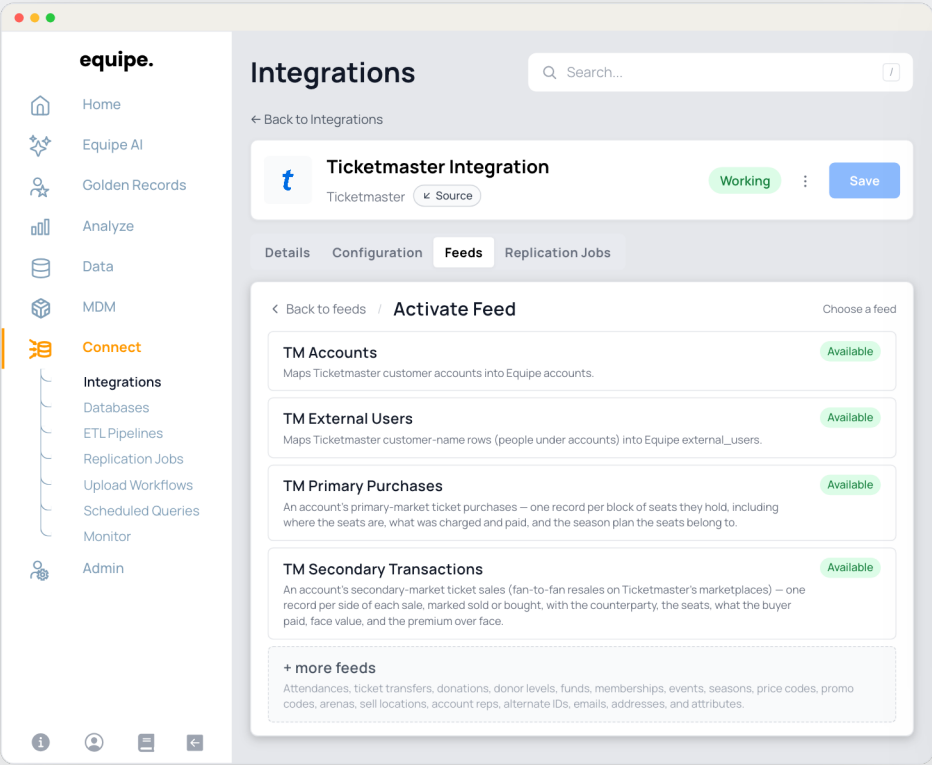
- **The whole department can use Ticketmaster data without going through the data team.** Anyone can ask a question or build an audience themselves in minutes, so requests no longer sit in a queue.
- **South Carolina can build audiences across every source it has.** Ticketmaster data now sits alongside email engagement, merchandise, and more, so a rep can target on combinations that weren't possible before.
- **South Carolina doesn't have to maintain the integration.** Equipe runs the replication, scheduling, and health monitoring for every feed. South Carolina just focuses on putting the data to work.

HOW SOUTH CAROLINA DID IT

- 1 Added the Ticketmaster integration from Equipe's catalog.**
They filled out a form, saved a few settings, and the Archtics data started flowing.
- 2 Selected the feeds and mapped the fields right in the UI.**
South Carolina activated every Archtics object, from primary purchases to secondary market, all cleaned and transformed already.
- 3 Kept the data replicating into their own systems.**
Fully audited data lands hourly rather than daily in the department's warehouse, in Equipe, and in Salesforce.

Every Archtics feed activated from the catalog.

Primary and secondary purchases, events, seats, price codes, holds, and more. Equipe maintains every feed, with the difficult transformation logic already handled.



Turn Ticketmaster data into revenue.

Equipe AI allows anyone at South Carolina to ask a complicated question, build a segment from the answer, create and share a report, and much more.

