

TEXAS ATHLETICS CASE STUDY • TICKET SALES

Texas Athletics turns 10 minutes of work into \$10K+ in ticket revenue.

Texas often knew the exact fans it wanted to reach, but building an audience took hours of manual work. That meant the ticketing team often fell back on broad email blasts that missed the fans most likely to buy.

Now they can build any audience they want, filtering on things like season-ticket holders, donors, purchase history, and location, and reach those fans in a few minutes without waiting on an analyst.

\$6,985

MEN'S BASKETBALL
SINGLE-GAME REVENUE IN
TWO DAYS

\$3,610

POSTSEASON BASEBALL
REVENUE FROM A LIST OF
700 ACCOUNTS

10 minutes

OF TOTAL WORK ACROSS
BOTH CAMPAIGNS

TEXAS ATHLETICS

"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 in 2 days."



Traci Barrera-Acosta

DIRECTOR OF TICKET SALES, TEXAS
ATHLETICS

"We had five games left to sell that we figured we'd lose. Being able to build that list in two minutes and start a campaign that fast let us sell those games instead. That's selling something from nothing."



Vinnie Vladic

ACCOUNT EXECUTIVE, TICKET SALES
AND SERVICE, TEXAS ATHLETICS

THE PROBLEM

The ticketing team knew exactly which fans it wanted to reach, but building that audience took hours of manual work across separate lists. By the time a list was ready, the sales window had shortened or closed, so a broad email blast was often the only option that fit.

The tightest windows came after a campaign had closed: postseason baseball looked sold out on paper, then buyers backed out days before the games, and with no fast way to build a targeted list, those seats went out as comps and generated nothing.

Texas turned to Equipe so reps could build their own audiences in minutes, including complex ones that combine multiple data sources.

HOW TEXAS ATHLETICS DID IT

1 Unified every source into one profile per fan.

Texas used Equipe to connect all of its data sources, building one golden record per fan. For the postseason baseball games, that enabled them to pull a single audience combining football and men's basketball season-ticket holders in local zip codes with people who had received ticket transfers, so the seller could cross-sell across sports in a single group.

2 Put audience building in the sellers' hands.

Rather than waiting on the data team, an account executive created a targeted audience in one sitting, so a list of 700 accounts that used to take hours got built in under five minutes.

3 Narrowed a broad list to prioritize the warmest relationships.

For the men's basketball push, they narrowed a broad donor list down to 1,300 local leads inside a 50-mile radius, alongside football and baseball season-ticket holders. "Those are hotter leads than anything else we had."

4 Exported the list and ran the campaign the same day.

They export the audience straight to email, so a game that needs help on Monday has a campaign running the same day.

RESULTS

- **Texas sold seats that would usually be lost.** Late cancellations reopened inventory across five postseason baseball games, and rather than letting them go for free, Texas sold those seats to a targeted list.
- **Ticket sellers can now work without waiting on anyone.** The same approach works whether they're filling seats for one game this week or running a full season-ticket push, without delays from waiting on another team.
- **Every audience is built on one resolved view of each fan, so Texas can target more precisely than it ever could before.** Season tickets, donations, single-game purchases, and location all resolve to the same person, so a filter reaches the right fan every time.