



## Customer Case PSV

### PSV increases online ticket sale conversion, using BlueConic

*"BlueConic helps us engage our fans in the way they deserve! Drastically increasing conversion ratios as we go, I think we will see much more of this in the near future."*



*The Eindhoven Soccer Club PSV is highly involved with its fans. To serve them even better and get new fans more involved with the club, PSV enlisted BlueConic. This Online Marketing software helps to determine individual fan involvement and subsequently delivers tailored content, amongst others to increase online ticket sale and get moderate fans to be even more involved to the club. By offering the right content to the right audience on the right channels, PSV managed to reach conversion ratios up to 6%.*

#### Introduction

The Eindhoven soccer club PSV (Philips Sport Vereniging) is one of the oldest Dutch soccer clubs. It was founded in 1913 and almost 100 years old, PSV expanded into a successful, professional and internationally renowned soccer club. Over the years, PSV achieved many national and international successes. It was the Dutch champion for 21 times so far, won the National Cup 9 times and played European football several times, resulting in winning the UEFA Cup in

1978 and the Europe Cup in 1988.

Besides its sports activities, PSV is also commercially very active. It operates an online fan store, a vast fan community, an online travel agency, Phoxy Club for its youngest fans, online advertisements sales, ticket sales and is an innovator in social media and online community building.

#### Situation

PSV is aiming to offer more relevancy to users across all the channels it is operating on. By becoming more relevant in its interactions with online visitors, PSV wants to tighten relationships with its fan base and drive less loyal fans to get more involved with the club and increase revenue as a result. In pursuing this strategy, PSV understands very well that not every fan is the same.

They discovered that depending on their involvement with the club, fans have very different needs for online communication and (e-commerce) offerings. A highly involved fan for instance might enjoy reading detailed news updates about PSV

and take part in specialized fan-travel arrangements to support their favorite team when playing in a foreign country. Fans however that are less closely involved with the club, might be more interested in general news updates, and only purchase the occasional goodie in the online fan store. However when persuaded to visit one of the Euro League matches once, a moderately involved fan, might become more involved with the club and turn into a loyal fan. Realizing that every fan is different, PSV decided to accommodate for this in their online strategy across all of their channels. To serve their fans on an individual basis and eventually deliver higher loyalty.

## Solution

Using BlueConic, PSV created a sophisticated Fan Score that reflected a visitor's involvement with the club, grounded in online behavior. Based on a fan's behavior in terms of content consumption, click-behavior and purchase history, PSV can now very accurately determine how involved an individual visitor is with the club. Building from the very first click, this fan score also helped PSV understand their anonymous visitors' needs and wants, based on behavior on any of their channels. Resulting in actionable insights that hold tremendous potential to improve the delivery of highly relevant individual fan experiences.

In a first use case, PSV employed this Fan Score to offer Euro League tickets to fans with moderate to high Fan Scores in a dedicated cross-channel campaign. First of all to retain loyal fans and offer them a premium seat at the Euro League, second, to drive moderately involved fans to take the next stride and visit and experience a major match, witnessing their favorite team at it's very best. The latter also aiming to change moderate fans into loyal fans.

Furthermore, PSV created channel-specific campaign content items like an editorial, a homepage take-over and a banner to interact with potentially interested visitors and to offer them Euro League tickets. In real time, BlueConic displayed the right piece of content to the right visitor, based on this person's individual Fan Score, on the right channel.

## Results

The first BlueConic dialogue was put live on PSV.nl in an astonishing timeframe of just a few days.

This included the set-up of fan scoring, dynamic fan segmenting and the creation of relevant pieces of content to display to

potentially interested visitors.

This gave PSV a holistic view on the visitor across all of the online channels. More importantly, differentiating their audience based on the Fan Scoring mechanism seemed to hit the nail on the head as conversion ratios of the targeted interactions to ticket sales reached up to an impressive 6%.

Moreover, BlueConic also assisted with the so-called 'abandon basket' problem for unfinished ticket bookings. BlueConic was configured in such a way that in case a visitor did not fully complete the ticket booking process, BlueConic was able to retarget this visitor back into the right step of the booking process.

Encouraged by these results, PSV decided to also differentiate other online campaigns to fans in different levels of loyalty, and to drive them to become involved as a fan as well.

### Benefits:

- Turn moderately involved fans into loyal fans
- Boost ticket sales conversions far above industry averages
- Offer highly relevant content across all channels
- Get a unified view of the audience