



CLIENT CASE STUDY FOR ARIZONA COYOTES



Double-Touch Campaign Helps Coyotes Win 136 New Ticket Purchasers with 32 : 1 ROI

THE GOAL:

To target lapsed ticket accounts with personalized post cards and phone calls to renew into Full/Half Season Ticket, 13-Game Plan, or Flex Pack customers.

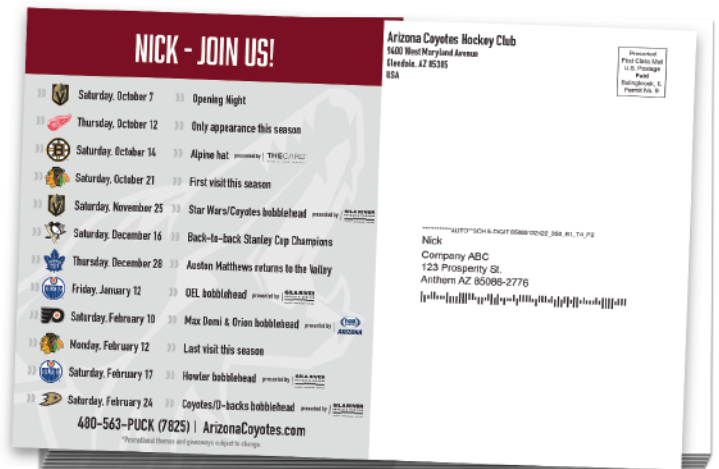
THE PREPARATIONS:

PERSONALIZED POST CARDS

Design: Post card design utilizes variable data inserts for customization to each recipient.

Printing: 8,476 post cards were variably printed with the recipient "First Name - JOIN US!", then UV gloss coated, and delivered.

THE CREATIVE:



THE DOUBLE-TOUCH EXECUTION:

TOUCH 1 PERSONALIZED POST CARDS



8,476 personalized post cards were printed and delivered by Full House.

Once the post cards hit the prospects the Arizona Coyotes' sales staff hit the phones to follow-up with each recipient.

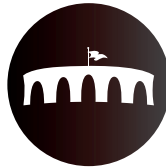
TOUCH 2 CALLS TO RECIPIENTS



THE RESULTS:

The Arizona Coyotes were able to convert their investment into **136 NEW** Full / Half Season Ticket, 13-Game Plan, or Flex Pack customers equaling an astounding **32 : 1 ROI!**

Investment:



ROI:



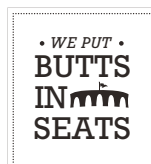
“ Full House continues to be our valued partner for our strategic direct marketing initiatives. Our latest project generated over a 32 : 1 ROI. That's true impact to our business. ”

Bill Makris
VP of Ticket Sales & Service Arizona Coyotes

**THIS CAMPAIGN WAS EXECUTED BY THE ENTIRE
FULL HOUSE MARKETING TEAM AND ITS PARTNERS.**

For information on how to setup and execute this type of campaign for your organization, please contact:

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