

# UPSELL: SINGLE GAME TO SEASON TICKET



## FULL HOUSE SOLUTIONS PARTNERS WITH OAKLAND ATHLETICS TO UPSELL SINGLE GAME BUYERS

*Return on Investment = 19 to 1*

**THE GOAL:** Upsell past single game buyers into a season ticket package for the 2018 season

### THE PREPARATIONS:

The Oakland Athletics provided a list of approximately 2,700 past single game buyers. The Athletics had limited success connecting with these customers via emails and phone calls.

They worked with Full House Solutions to send a post card with a personalized jersey, benefits of being a season ticket member, and assigned rep's name, phone, and email address. Each recipient was offered two free tickets to a game.

#### Touch Points:

Personalized Post Cards  
(Designed by Full House Solutions)

Assigned rep's name and info  
printed in the contact boxes



Personalized patron greeting, and  
patron's last name printed on the  
back of an Athletic's jersey

### THE RESULTS:

**Purchases =** 35 season ticket packages

**Revenue =** \$68,000

**Return on Investment =** 19 to 1

OAKLAND ATHLETICS CONTACT = DANNY ROACH



**RON CONTORNO**

T 262-696-4316

E ron@fillthehouse.com

W www.fillthehouse.com

@RonFullHouse @SellMoreTix

/in/roncontorno