TRAVEL & ENTERTAINMENT

Florida Panthers Net 7.5x Return

Challenge: The Panthers and their home venue, the BB&T Center, were working to grow loyalty, engagement and revenue streams for hockey games and the many other events hosted at the Center. The Panthers wanted to go further in understanding their fan base, beyond just names and email addresses.

Solution: The franchise turned to Umbel's customer data platform to unite all information about customers in one place. Umbel engaged Acxiom to enhance customer records with comprehensive demographic data.

Results: The Panthers can communicate one-to-one with fans, sell more tickets, solicit sponsorships and deliver more personalized experiences. After one month, the franchise had achieved a 7.5x cumulative return on ad spend.

5x Return on investment

In just the first seven days on ticket sales

Augmented

client data with Acxiom data

By enlisting Acxiom as its strategic partner for all things data, the Florida Panthers became better prepared to meet the needs of their customers with a more personalized experience.

Single self-services entry

into Acxiom's data via API

Created a more

personalized customer experience

ACXIOM

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