CLEVELAND CAVALIERS IMPROVE FAN TARGETING

Resulting in an increase in revenue and interest

The Situation

The Cleveland Cavaliers are kicking off the 2013 NBA season with a new key player. Salesfusion was called to the court to help the Cavs reach their primary marketing goals – increase ticket sales and enhance fan experiences.

The Solution

Setting up Salesfusion's marketing automation software and working closely with the Client Success team, the Cavs are enhancing their market profitability and strengthening their sales pipeline. With a clear game plan, they are executing more campaigns while simultaneously reducing costs. Salesfusion helped them precisely measure ROI, analyze fan interest, and integrate those efforts with their customer database. These strategies have led to higher fan retention, increased merchandise sales, superior customer service, and cost effective renewals.

> "We selected Salesfusion as our marketing automation platform for a variety of reasons, not the least of which is their tight integration with MS Dynamics CRM. Their onboarding and training have been exceptional and we look forward to driving a variety of marketing initiatives with the application. For the price, it's the best in software solution on the market."

— Damion Chatmon,
Director of Business Intelligence, Cleveland Cavaliers

ABOUT THE CLEVELAND CAVALIERS

The Cleveland Cavaliers (also known as the Cavs) are an American professional basketball team based in Cleveland, Ohio. They began playing in the National Basketball Association (NBA) in 1970 as an expansion team. They play their home games at Quicken Loans Arena, which they share with the Arena Football League's Cleveland Gladiators and the American Hockey League's Lake Erie Monsters. They play in the Central Division of the Eastern Conference, the only remaining charter member of the division.

THE CAVALIERS USES SALESFUSION FOR:

- Lead scoring/tracking
- Email campaigns
- Drip campaigns
- Online surveys
- Web tracking

TANGIBLE BENEFITS:

- Increase ticket sales
- Enhance fan experience
- Execute a larger quantity of campaigns
- Precisely measure ROI
- Analyze fan interest levels
- Increase merchandise sales
- Integration with Microsoft Dynamics CRM