



# CASE STUDY: SKATING TO SUCCESS

## HOW THE BELFAST GIANTS INCREASED SEASON TICKET HOLDER SPEND BY 3,000%

### BACKGROUND & CHALLENGES

When the SSE Arena, Belfast introduced their venue app in 2015, the Arena’s resident sports team, The Belfast Giants, saw the opportunity to engage fans and drive revenue through mobile.

The challenges posed to LiveStyled were:



**DRIVE APP DOWNLOADS**



**GET FANS INTO THE ARENA EARLIER ON MATCH DAYS**



**REWARD LOYAL FANS AND INCREASE REVENUE**

### LIVESTYLED SOLUTIONS

#### DRIVE APP DOWNLOADS

Using a range of marketing and operational tactics, the Belfast Giants saw huge success. The top three drivers of app downloads were:



**SOCIAL MEDIA**

Taking advantage of their 100k followers, the team successfully used Facebook and Twitter to promote the app. Venue survey results showed that 24% of people who downloaded the app found out about it through social media.



**COMMUNICATION**

The use of newsletters, emails and season ticket holder communications further enticed fans to download and benefit from the app.



**FAN REFERRALS**

One of the biggest drivers of downloads of the app was fan-to-fan referral. Over 28% of users stated they found out about the app from a friend.

## REWARDING THE MOST LOYAL FANS

The most loyal fans to any sports team are their season ticket holders. To give a sense of exclusivity and a tangible 'value add' to these users, LiveStyled created a section of the app that is only accessible by entering a Belfast Giants season ticket number.

The team use this area to reward season ticket holders with a 10% discount on F&B all year round, in addition to exclusive deals and tactical offers.

## GET FANS IN TO THE ARENA EARLIER

To encourage fans to attend the venue pre-match, the team created an offer called 'The Ice Breaker' discount. Accessible via in-app purchases only, the deal gives 10% off food and drinks for the hour before the game for standard ticket holders, and 20% for season ticket holders.

To promote this effectively, the team use the 'Locate' and 'Communicate' modules of the LiveStyled platform. These tools identify the fans' whereabouts and allow the Arena's marketing team to trigger personalised push notifications to fans spending time near the arena.

The Belfast Giants use this to attract fans to drink and eat in the Arena, rather than opting to visit nearby bars before each game.



## RESULTS



# 3,000%

Uplift in season ticket holder spend



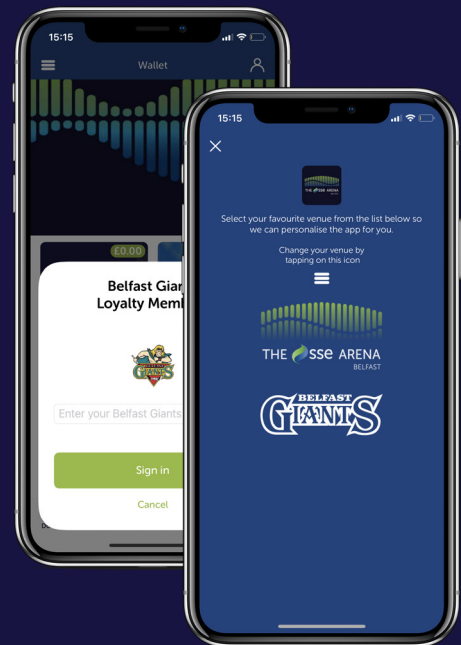
# 70%

Registration rate



# £2,123

Highest individual season ticket holder spend



**NIGEL ROBBINS, COMMERCIAL DIRECTOR**  
**THE SSE ARENA, BELFAST**

*"We are looking forward to extending our contract with LiveStyled and collaborating with the team long-term. The data analytics that LiveStyled generates on a regular basis is both insightful and valuable."*

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