



## UW Scores Quick Wins with Affinaquest Propensity Scores



### The Team

The University of Washington athletic department led by Rob Kristiniak, Associate Athletic Director of Ticket Sales and Operations, employs a small sales team through Pac 12 Sales that's tasked with selling game tickets, primarily for the big revenue sports – football and men's basketball. Historically, the team looked at sales data from the preceding years, with an emphasis on buyers from the most recent season, to prioritize its sales efforts.

### The Challenge

This process was time consuming and inefficient. Grinding through huge lists of single game ticket buyers was like looking for a needle in a haystack. Sales associates often relied on their gut instinct, when they would have preferred to use data to make better decisions.

"We had so many different leads and we just didn't know the best way of distributing them. We heard a lot of complaints from reps that felt they didn't have the right information and they were wasting a lot of time. They had thousands of leads, but a lot of opportunities got left behind without even touching them. We just didn't understand our own data. We needed help identifying what leads were the most appropriate for us to target at the top and right away," said Alan Nguyen of PAC 12 Sales at University of Washington.



### The Play

Affinaquest proposed a pilot program using data analytics to better qualify sales leads by predicting not only which fans were more likely to buy tickets, but also what kind of tickets they would buy. The resulting propensity scores – percentage estimates of the likelihood that a customer will take a specific action based on Affinaquest's proprietary algorithms – were integrated seamlessly into the university's existing Salesforce system.

UW asked for a lead scoring model that translated to strictly new business, not just a refinement of their existing approach that targeted legacy buyers.



## The Win

The introduction of propensity scores into their system added several thousand new leads for the team to begin prospecting.

Within two weeks of using the scores to launch an email campaign, ticket purchases began coming in and during the two-month trial, the team rang up incremental sales for a total of 115,000\$. Implementing propensity scores required very few resources from UW and no in-house expertise in software coding or data science.

Propensity scores helped the team become more efficient and effective, focusing on strong prospects and tailoring their outreach based on what the data told them.

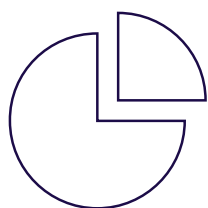
“These were leads we wouldn’t have reached out to without seeing their propensity score. The program had a huge impact. It felt like scoring an -80 yard touchdown,” said Jim Bowen, former sports analyst in the athletic department.

“None of us are data scientists, but with Affinaquest, that wasn’t necessary. We don’t need to understand programming or how to create a report out of SQL. They made it easy for us.”  
— Alan Nguyen,  
University of Washington

## What’s Next?

UW Athletics is incorporating propensity scores into a wider range of reporting, so sales reps can use them every day, on more tasks. That includes improving customer retention and providing a better game day experience for fans.

“If we can capture more data points, including our scan data at the venue, that can tell us where to allocate our resources and improve customer service. That includes mapping out food and concession locations and identifying areas where we might have issues.



## About Affinaquest’s Predictive Analytics

Predictive Analytics maximizes yield and productivity on every ticket sale, donation, and renewal opportunity by providing insights on who to target, in what priority order, and what you should offer them.

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