

CASE STUDY

# Boise State Athletics Delivers **Record-Breaking Renewals** with Affinaquest's Data Platform

**Client:** Boise State University

**Industry:** Higher Education Collegiate Athletics

**Solutions:** Affinaquest CDP, Predictive Analytics, AQA,  
WolfCycle Virtual Assistants

# Executive Summary

Boise State Athletics tapped into the power of Affinaquest's Client Data Platform (CDP), Predictive Analytics, and AQ Advantage managed services to reimagine its football season ticket renewal campaign.

Facing the challenge of retaining over 1,000 new ticket holders added in 2024, the program implemented a precision-driven strategy that drove a

**72% renewal rate among at-risk members, generated \$684K in revenue, and put the department \$1M ahead of its previous year's pace—all with zero ticket price increases.**

This case study demonstrates how Affinaquest transforms fan engagement into measurable revenue by turning insights into action.



## Results at a Glance:

**72% renewal rate** among at-risk fans  
(vs. 50% historical average)

**\$684K** in renewed revenue

**\$1M+** ahead of prior year's pace—without raising ticket prices

**5 weeks** of staff time saved

# The Challenge

## Retaining growth without increasing costs in a shifting athletics landscape

Collegiate athletics is under pressure. As revenue streams evolve, donor expectations grow, and competition for fan loyalty intensifies, programs are being forced to rethink how they engage and retain supporters—especially as traditional models of season ticket renewal become harder to sustain.

Following a record acquisition year, Boise State faced a critical retention challenge. Historical trends showed only 50% renewal rates among first-year ticket holders—threatening revenue momentum.

### With a lean team and no appetite for pricing increases, Boise State needed:

- Predictive insight into **which fans were unlikely to renew**
- A way to **automate personalized outreach** at scale
- Operational efficiency to **maximize team capacity** and minimize manual work



# The Solution

## A unified, data-powered engagement strategy

Boise State partnered with Affinaquest to deploy a fully integrated solution: advanced predictive modeling to assess churn risk, combined with targeted outreach via WolfCycle's AI-driven virtual assistants.

This end-to-end strategy driven by the strategic reporting provided by AQ Advantage enabled proactive, personalized engagement that scaled without burdening the sales team.



### ➤ Predictive Analytics for Targeted Prioritization

Affinaquest identified 742 ticket holders with low renewal likelihood. Machine learning models segmented fans based on behavioral data, allowing staff to focus only on high-risk, high-impact conversations.

### ➤ AI-Driven Outreach with WolfCycle

Automated email campaigns from WolfCycle's Virtual Assistants engaged at-risk fans with custom messaging and appointment links. The campaign achieved a **10% meeting rate**, driving one-on-one follow-ups that converted wavering fans into renewed customers.

### ➤ Operational Streamlining

By focusing efforts where they mattered most, the team **saved five weeks of manual outreach**, improving ROI per staff hour and allowing deeper engagement with top-priority constituents.

# Results

## Revenue growth, retention gains, and operational impact



### **72% Retention Among At-Risk Fans**

Affinaquest's insights and outreach tools drove renewals far beyond historical benchmarks.

### **\$684K in Recovered Revenue**

From at-risk fans alone, Boise State secured 2,389 season ticket seats—without relying on discounts or pressure tactics.

### **\$1M Revenue Lead vs. Prior Year**

Strategic engagement and operational efficiency positioned the program a full five weeks ahead, both in timeline and revenue.

### **Football Season Ticket Revenue Surpassed 2024 by April**

By enhancing both retention and acquisition strategies, Boise State's 2025 football season ticket revenue exceeded the total 2024 revenue—well before the season began.

### **5 Weeks of Staff Time Saved**

Targeted automation enabled the team to scale results without scaling resources.

# Why Boise State Chose Affinaquest

Boise State Athletics selected Affinaquest not just for its tools—but for its ability to deliver **data-driven results** through a deeply integrated platform. Here's what set Affinaquest apart:



## Precision Targeting with Predictive Analytics

Quickly pinpointed at-risk fans, enabling smarter outreach.



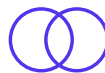
## Tangible ROI

Generated high-dollar impact without added expense or effort.



## Fan-Centric Approach

Focused on building meaningful, lasting relationships—not just transactions.



## AQ Advantage Consulting Services Drive Success

Managed Services to mine data and provide guidance



## Efficiency by Design

Freed up sales resources while increasing conversion.

"Affinaquest gave us clarity, confidence, and results. Their Predictive Analytics zeroed in on the fans most at risk of churning, and the integration with WolfCycle made our outreach both efficient and deeply personalized. We weren't just checking boxes—we were having the right conversations with the right people at the right time.



**As a result, we're \$1 million ahead of last year's pace, five weeks ahead in execution, and we've already surpassed our total season ticket revenue from 2024.**

This is exactly the kind of strategic edge every athletic department needs."

**Jake Mankin**

Associate Athletic Director, Strategic Marketing & Revenue Generation, *Boise State*

# Ready to Boost Your Revenue and Fan Retention?

Affinaquest's Athletics Data Platform is built to maximize season ticket renewals, streamline operations, and grow lifetime value across your fanbase.



Visit [affinaquest.com](https://affinaquest.com)



Email [sales@affinaquest.com](mailto:sales@affinaquest.com) to learn more

## About Affinaquest

Affinaquest empowers colleges and universities to unlock their data potential. Offering unparalleled business intelligence, advanced data analytics, and innovative CRM software native to the Salesforce platform, Affinaquest equips clients to be the architects of their success – surfacing opportunities for increased and more personal engagement, resulting in incremental revenue growth. Together, we drive the quest for affinity and create lasting relationships that shape your institution's future.