

# Advanced marketing solution translated fan engagement into ticket sales



**TECH**  
**mahindra**

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Sports

North America



## Opportunity

The Jacksonville Jaguars is an NFL football team. They were looking for a way to translate fan engagement into ticket sales.

One challenge was that the organization depended on manual effort to identify sales opportunities. They also used multiple, disparate tools to manage their marketing channels.

Tech Mahindra, a longtime provider, proactively brought the client a solution which could help them better understand the team's highly engaged fanbase.

## Imagining IT Differently

Tech Mahindra created a solution which made it easier for the client to connect their sales teams and sales data with insights about their fans:

- Centralized data from multiple sources to create a dynamic view of sales and audience.
- Automated tools maximized the sales team ability to up- and cross-sell tickets.

Part of their solution also included driving more fans to the official Jacksonville Jaguars mobile app, positioning it as a key avenue for engagement and data-gathering.

## Future Made Possible

Tech Mahindra's solution contributed to a boost in marketing activities, driving both higher lead conversions and increasing ticket sales. The team reported that the simplified tool stack and hyper-target audience segmentation improved fan engagement.

According to ISG, this case study is an example of an incumbent provider leveraging their understanding of a client's business problem to proactively propose a transformational solution.