

CASE STUDY

How the University of Tennessee teamed up with Cybba to defeat cart abandonment using our suite of Onsite Engagement tools.

OVERVIEW

Even with a highly recognized Division-1 athletics department, the University of Tennessee still needed a way to address the high abandonment rate on their ticketing website. Cybba's plan of attack was to convert their onsite traffic before abandonment, re-engage abandoning traffic, and upsell to returning buyers and loyal fans.

OUR APPROACH

We customized our Onsite Engagement solution to match the Tennessee Athletics' brand and website design creating a connected experience across multiple touchpoints. After capturing abandoning customers with Onsite Engagement, they were immediately redirected to the scheduling page to select dates and events of interest.

If customers abandoned the site, Cybba reengaged them through Email Remarketing campaigns and Display Retargeting. Emails included personalized messages with the specific items left in the shopping cart, while retargeting ads with the events of interest were served to customers on other brand-safe websites they visited. Combined, these solutions kept customers on the purchase path and delivered them safely into the end zone.

The influences that play into a fan's decision to buy a ticket are ever changing. As we looked to shift funds from traditional marketing to remarketing efforts, we had room to grow and needed an immediate impact. Cybba has provided the most cost-effective solutions that blend seamlessly into our site. The full results have far exceeded our expectations."

- Jimmy Delaney | Associate Athletics Director, Marketing and Sales, Tennessee Athletics

RESULTS

140:1

ROI

+\$130K

In Average Monthly Recovered Revenue

