



Case Study



BACKGROUND

The Vancouver Canucks are a professional hockey team based in Vancouver, Canada. The team is a member of the National Hockey League (NHLTM).

CHALLENGE

The Canucks have millions of loyal fans across British Columbia and other parts of the world. Understanding their fans better, providing them with a personalized fan experience, and ensuring their in-arena experience is rewarding are priorities for the Canucks. The Canucks currently engage with their fans across web, social and mobile platforms – specifically via Canucks.com, Ticketmaster.com, Facebook, Twitter and other affiliated websites. The ability to track fan behavior across all of these digital touchpoints, as well as collecting information about the number of games a fan attends, is key to engaging better and delivering a more personalized experience that strengthens the connection between the fan and the Canucks brand.

HOW ECENTA HELPED

To boost sales efforts ECENTA proposed the use of SAP Marketing Cloud as “Fan Hub” together with SAP Sales Cloud. Data from Ticketmaster, SAP Sales Cloud and Formstack are brought into SAP Marketing Cloud, giving the Canucks full visibility and key data about their most important fans – the season ticket holders. The data enabled the team to create specific email campaigns based on custom segmentation rules. And dependent upon email behavior, a lead was created in C4C and assigned to a Ticket Sales Representative who then contacts the fan to make further offers, or renew the season membership. The success of the campaign is then measured as a function of how many leads are converted to “Won” opportunities in C4C.

CLIENT

Vancouver Canucks

SCOPE

Implementation and Integration

PRODUCTS

SAP Marketing Cloud
SAP Sales Cloud





PROJECT OUTCOME

With ECENTA's implementation expertise with SAP Marketing Cloud and SAP Sales Cloud, the Canucks now have access to a solid platform with which to build out their concept of the "Fan Hub". The team is able to run campaigns with custom segmentation rules and provide a single overview of the fan to all members of their organization. The end-goal is to improve fan engagement and increase ticket sales.

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PRODUCTS

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RESULTS

- Delivered "Fan Hub" with data from:
 - Ticketmaster
 - SAP Hybris Cloud for Sales
 - Formstack
 - Web Analytics
- Enabled sophisticated segmentation and campaigning based on various attributes
- Delivered one view of the fan to all members of the Canucks organization
- Delivered seamless experience between Digital Marketing group and the Sales organization