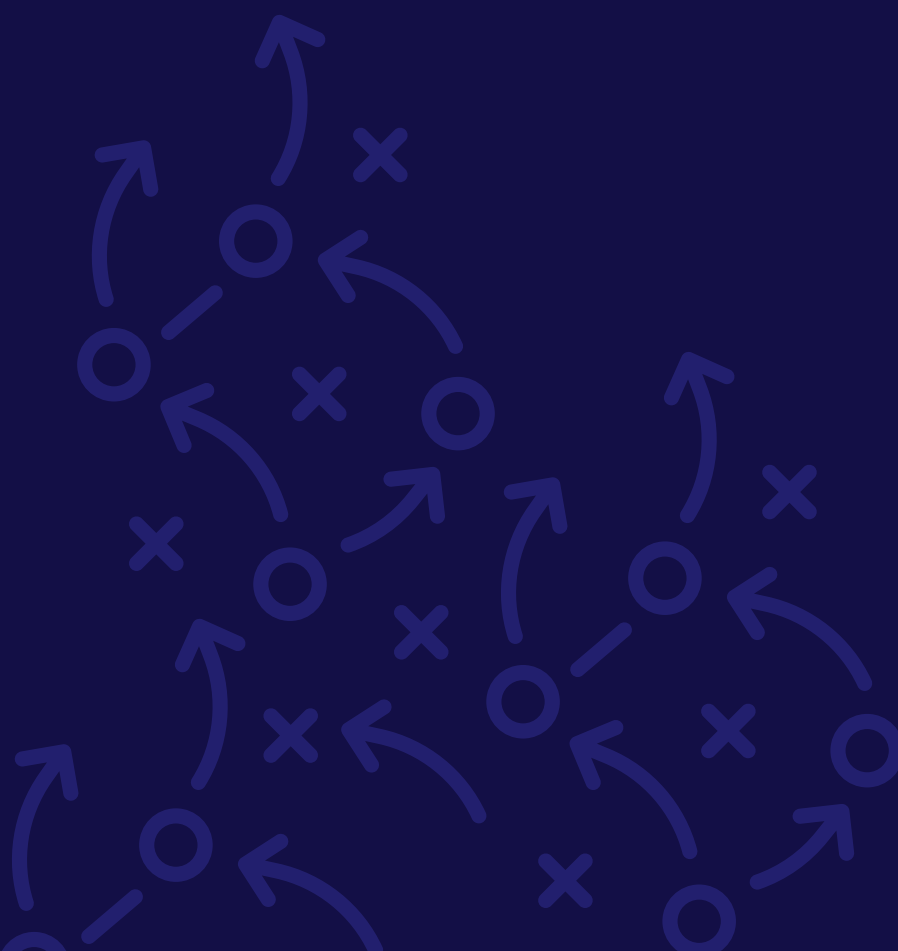
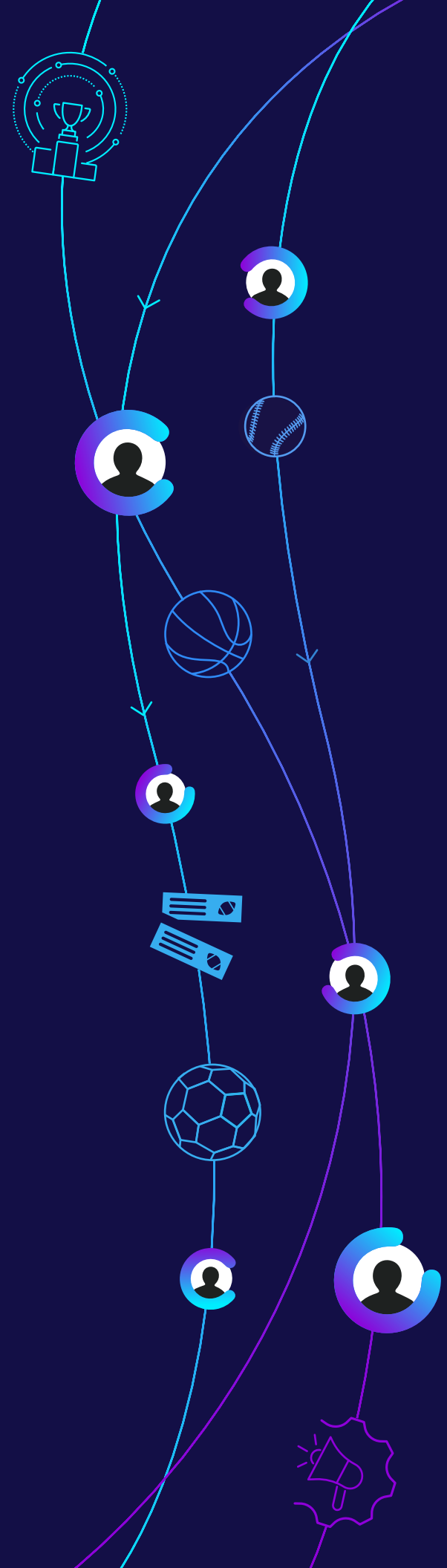




# Conversica for *Sports and Entertainment*

Maximize your efforts and transform your fan engagement strategy by leveraging conversational AI.





# Introduction

Maximize your efforts and transform your fan engagement strategy by leveraging conversational AI. With Conversica, you can elevate fleeting interest into unwavering loyalty, delivering tailored interactions to every fan or Season Ticket Member. Conversica's proven approach empowers you to cultivate a dedicated fan base that remains steadfast through every game, ensuring victory not only on the field but also in fostering enduring connections off the field.

## Pump Up Fan Engagement and Unlock Hidden Revenue



### Never Miss a Potential Opportunity

Dynamically engage with polite, casual persistence to ensure no interest goes untouched or unnoticed.



### A Personal Touch Every Time

Personalized, human-like 1-on-1 dialogue engineered to increase loyalty and reveal opportunities across your entire fanbase.



### Forge a Long-Term Relationship

An AI-powered concierge that knows their preferences, apprises them of current offerings, and provides a tailored experience to boost long term value.



### Any Time, Any Device

Adapt to fans' preferences and dynamically shift between email, SMS and Chat & 9 different languages.

## Conversica & Pittsburgh Pirates Results

**12.98X**

Conversica ROI = Goal of 5x ROI

**430%**

Increase in Revenue Year Over Year

"Conversica has been instrumental in modernizing our sales process and outreach using their Conversational AI Solution. They are revolutionizing how sports properties engage with their fanbase."

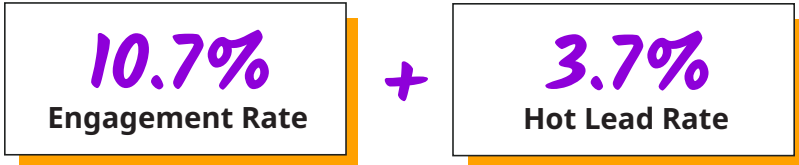
**ANDY GIAMBRONI**  
Director, CRM and Consumer Strategy  
Pittsburgh Pirates



# Revitalize Your Fanbase

## Dive into the Game and Win Back Your Fans

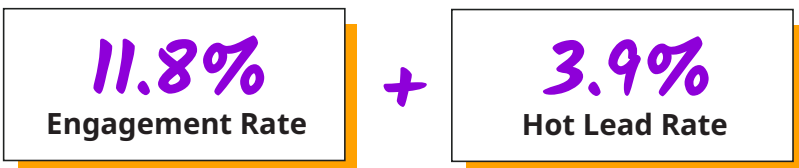
Conversica enables tailored conversations to reconnect with previous fans, sporadic single-game game buyers, recent attendees, ticket transfers, lapsed Season Ticket Holders, and anyone who ultimately transacted with you.



# Generating Interest

## And Maximizing Outreach

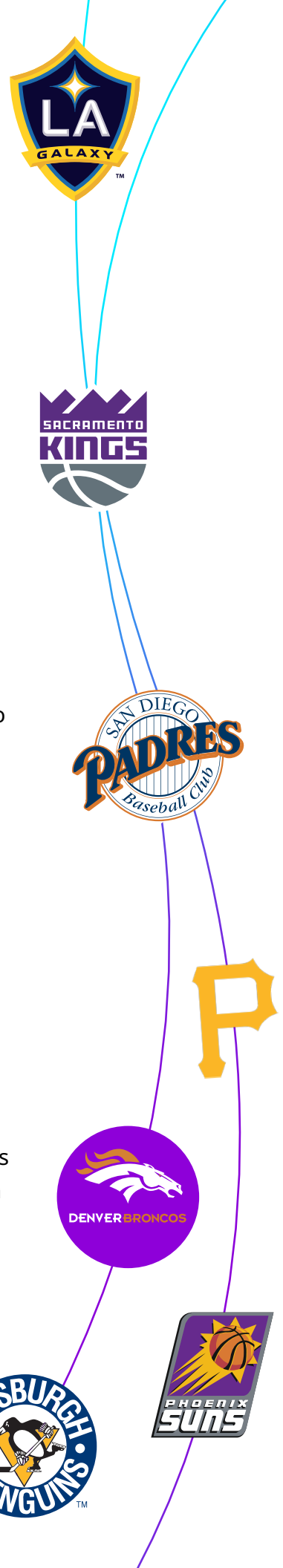
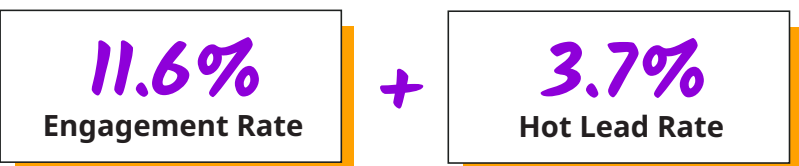
Conversica's Ticket Sales RDA empowers you to connect with outbound B2B prospects that align with your target profile, composed primarily of those yet to engage with your team. Amplify net-new Premium Ticket opportunities without overextending resources.



# Igniting Passion

## Cultivating Interest Among Pre-Engaged Fans

Conversica's Ticket Sales RDA bolsters engagement by reaching out to prospects who have shown interest, but haven't been contacted. Target those engaging in website visits, ticket interest forms, mobile app users, contests and promotion participants, and social media interactors - to name a few sources.

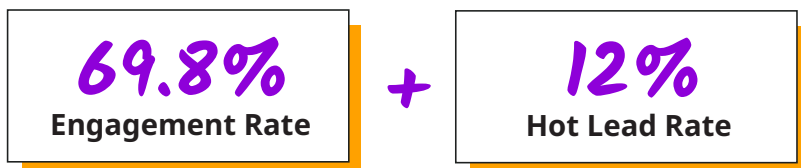




# Resolve Outstanding Balances

## Overdue Ticket Payment

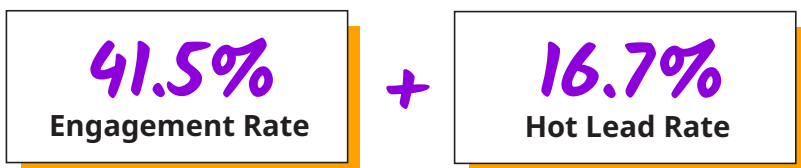
Manage overdue payments and update payment information, including tedious interactions such as solidifying payment acquisition before tickets are suspended.



# Boost Loyalty

## Through Ticket Renewal Requests

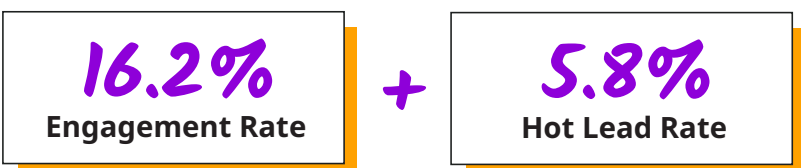
Engage clients nearing contract expiration to assess renewal interest with renewal options and auto-renew reminders, ensuring informed and supported Season Ticket renewals. Additionally, provide timely reminders and subscription adjustment assistance for maximum awareness.



# Elevate Ticket Membership

## Expanding and Upselling Membership Base

Encourage current Season Ticket Members to explore new offerings, including seat upgrades, enhanced seating options, and opportunities for cross-selling to their networks of family, friends, and colleagues.





*Powerfully Human<sup>®</sup>*



## *Transform Fan Engagement*

Increase Loyalty and Uncover Opportunities in Your Fan-Base with Conversational AI.

Follow-up on all leads. Re-awaken dormant ones. Increase the quality of leads passed to Sales. Conversational AI transforms your routine marketing activities and delivers tailored engagement experiences for fan to boost ticket sales, generating more revenue than ever.

See how the sports industry powers marketing + sales outreach with AI.

[Request a demo today](#)