

## Case Study - Plymouth Football Club



Like every club, Plymouth have the need to obtain answers to specific questions, including: Who attended a specific match last season but hadn't purchased a ticket for this season yet? Which supporters have come to a game and not purchased anything from the retail outlet? This intelligence will enable them to target those customers with offers and encourage them to spend more money with the club.

The attendance data and retail data are stored in separate systems and so obtaining the information was a difficult process. To overcome these information access issues, the CEO and IT Manager evaluated Ardentia Search's NetSearch solution and quickly realised that it would solve their data interrogation problems.

Plymouth are now focusing on fully understanding their supporters and their activities. Ardentia Search provides key analytic information for the club management. The next stage will be to integrate the Ardentia Search solution directly into their email server so that they can mount more personalised marketing campaigns to smaller groups of supporters quickly and at a very low cost. Plymouth regard this as a key tactic for increasing attendance rates for mid week games and also increasing merchandise sales.

Ardentia Search's powerful data indexing tool sits over the top of existing solutions and provides non technical users with the ability to interrogate and analyse supporter data. Ardentia Search provides a joined up view of information stored in multiple business applications which means that organisations can extract valuable information from their existing operational solutions and put it to good use.

