

C A S E S T U D Y

PROFESSIONAL FOOTBALL CLUB

Aston Villa Football Club, founded in 1874, are one of the most prestigious and well-known clubs in English football. One of only 5 English clubs in history to win the European cup, their array of honours including 7 division 1 titles, 7 FA Cups, 5 Football League Cups and 1 European Super Cup also make them one of the most successful British football clubs to date.



Client Testimonial

"R3Engage has given us an extra channel to reach our supporters with the right message at the right time in a commercial environment. We saw an instant return and the software can be used for various methods – it's worked well for us both for data capture & retargeting and also a purely commercial CTA. The customer service and support offered is great and we're looking forward to seeing how we can further enhance our R3engage campaigns and bring it into different areas of our portfolio over the coming months."

Adam Lowe – Aston Villa Marketing Dept.

**BLACK
FRIDAY
EVENT**

**21 - 28 NOVEMBER
GET EXCLUSIVE OFFERS
DIRECT TO YOUR INBOX**

ENTER EMAIL ADDRESS

SEND

The Strategy

Before R3Engage's implementation on site, all abandoning visitors to Aston Villa's website portfolio were leaving site with no final interaction. What R3Engage were offering was the chance for Adam Lowe and his marketing team to deliver a final message to the abandoning website visitor's in order to maximise future commercial opportunities. After discussing commercial objectives with Adam Lowe and the Marketing team at Aston Villa, it was decided that the first initial R3Engage campaigns would focus strongly on data capture for future marketing purposes, with placement on the online megastore, shop.avfc.co.uk.

Over the next few months, R3Engage positively assisted Villa with their Christmas promotions and individual match day events, all while Jack and Adam got to work planning R3Engage's most successful campaign to date, the Early Bird Season Ticket campaign.

After discussing various ideas with Adam and his team, it was decided that Villa would take full advantage of R3Engage's creative capabilities and include video in the upcoming campaigns.



The Results

- ✓ £175,000+ In recovered season ticket sales
- ✓ 1500+ New email addresses
- ✓ 500%+ ROI
- ✓ Increased fan interactions with AVFC website portfolio
- ✓ Increased knowledge on visitor abandonment