



QWASI
Innovation Realized™



QWASI ACTIVATES FORDHAM UNIVERSITY WITH A MOBILE FAN DATABASE TO INCREASE ENGAGEMENT AND DRIVE GAME ATTENDANCE

When Fordham University wanted to enhance their fan engagement and increase sponsorship sales, they selected QWASI to digitize and elevate the game day experience.



CHALLENGE

Providing experiences that drive fan acquisition and retention, game attendance, ticket sales, and sponsorship opportunities

99% of sports fans bring mobile devices to games, but less than 3% have a team's app or stadium's app downloaded. Fordham University wanted to capitalize on these digital opportunities, so they turned to QWASI for mobile solutions to elevate the Ram fan experience.



"QWASI provides us with the opportunity to connect with our fans in an innovative way."

NICK LAMARKA

ASSISTANT ATHLETIC DIRECTOR
OF MARKETING, PROMOTIONS,
AND TICKETS



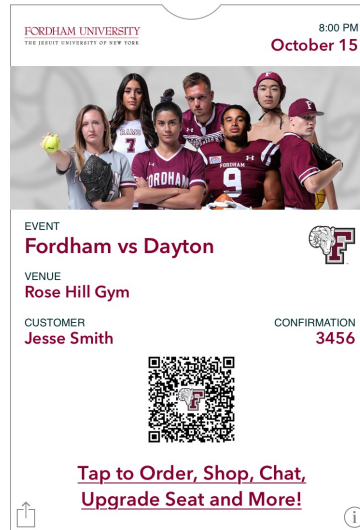
SOLUTION

Leveraging mobile and NFC-enabled touchpoints to provide loyalty updates, targeted offers, and gamified activities for fans

QWASI's team worked closely with Fordham to build new points of acquisition and a custom-developed portal to provide targeted offers and opportunities for engaged fans. In the portal, Fordham fans were able to sign up and receive updates on their favorite teams, exclusive offers with Text to Win and Scratch-off Mobile Lottery activities, branded content from Athletic partners, and resources to learn more. QWASI not only delivered the fan engagement experience, but provided real-time reporting for the sponsors who were investing in Fordham Athletics.



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK



RESULTS



- +500% growth in fan database
- +150% increase in sponsorship conversion
- +Double digit increase in student attendance

By selecting QWASI to create its digital fan engagement strategy, Fordham University was successful in developing a deeper knowledge of its fan base and building brand loyalty. The opt-in form captured key demographic data, including type of fan and which type of sports they were interested in, which helped Fordham continue to build its sponsorship strategy and refine elements of the program for greater ROI reporting. This increase in information enhanced the college-sponsor relationship and helped to build stronger audience engagement with increased revenue to the college.

18%

of sports organizations, sports media rights owners, and brands believe offering exclusive, behind-the-scenes content is most important to engage fans and athletes

GROUP M

35x

Consumers are 35x more likely to open and engage with mobile messages than emails.

SINCH

86%

of people engage with and respond to mobile content with feedback when touch free access points are made available

QWASI MARKETING



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

