VENUES TODAY

Appreciating the Military: Oregon Ducks' new verification process assured identity of promotional ticket recipients

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Promotional ticket giveaways are often the classic sticky wicket. If you do it right, you will fill seats while building your brand in the minds of your fans or attendees. If not, it can leave many seats unscanned or unused, or worse yet, used by unintended recipients.

Not so for the University of Oregon Athletics Department. During the 2015 season, the University of Oregon used SheerID's eligibility verification services to distribute last-minute return tickets and extra visiting team tickets to verified members of the military community. About 78 percent of the promotional tickets given to military families were scanned on game day, which was 28 percent higher than the average scan rate for promo tickets.

As Terry Smith, the director of ticket sales for the University of Oregon Athletics Department, explains, eligibility verification technology instantly confirms whether or not a patron qualifies for a promotional ticket.

"Venues determine who is eligible for their promotional offer, and verification services like SheerID prevent fans who aren't eligible from accessing that promotion," Smith said. The University of Oregon uses this technology to make sure that only military families can receive promotional tickets to Ducks games that would otherwise go unused.

SheerID is the creator of the technology used to transform existing, protected private data into an omnichannel service that benefits commercial enterprises and the public, while still keeping the information safe and secure. By acting as a bridge between secure databases, SheerID allows commercial enterprises to accurately, instantly verify whether or not their customer qualifies for a special offer like student, alumni, or veteran offers – protecting the exclusivity of the offer and eliminating fraud. SheerID's verification services can be configured for any e-commerce website, internal customer sales/support system, mobile application, or POS.

"After the first promotion was successful, we expanded our military appreciation program," Smith said. "When opportunities arose for two other games later in the season, setting up our military promotions took less than an hour because we already had a SheerID-hosted eligibility verification

platform in place. During the games we also took a moment to publicly recognize our military fans and thank them for their service."

And while the University of Oregon is not the first organization to create a military appreciation program, adding eligibility verification to the program allowed them to offer a high value reward to a very specific audience.

The verification process is quick and straightforward, but it does require patrons to fill out a short form in order to access the promotion. Approximately 43% of unique page visitors to the Ducks military appreciation page submitted the verification form. The verification process not only prevented fraud, it also helped the Ducks connect with a highly engaged military fan base that truly intended to attend the game.

"Adding verification not only reduces fraud, it increases the legitimacy of affiliation-based offers and creates more relevant and personalized messaging which subsequently increases scan rates," said Smith. "Plus, the verification is smooth and conveniently takes place online instead of in-person, which improves the scan rate by allowing our fans to get their tickets before game day without hassle."