



Overview:

Your web-based email marketing solution that enables you to quickly and easily send targeted, personalized messages to your customers to drive ticket sales and strengthen relationships.

PACmail allows you to easily and cost-effectively to send targeted, personalized communications to your customers to drive online ticket sales and strengthen customer relationships.

Increase Ticket Sales

This turnkey solution will help you drive ticket sales online and at your box office through increased customer awareness.

- » Promote online sale of singles, seasons, renewals, and ticket packages.
- » Sell out events and performances with last minute incentives.
- » Improve awareness of upcoming events.

Save Time and Money

PACmail is significantly less expensive than traditional marketing methods such as direct mail, print advertising, and telemarketing campaigns.

- » Save time and money by reducing the need for telemarketers, print advertisements, printed collateral, and postage.
- » Reduce average response time from 6–8 weeks via regular mail to 48 hours or less.
- » Provide live links to web site content such as ticket sales, promotions, and upcoming events.
- » Broadcast last minute event changes such as event cancellations and parking/traffic alerts.

PACmail in Action



Benefits of PACmail

Targeted Messages

- » Customers receive relevant, personalized content, and ticket offers on topics they are interested in.
- » Target by any combination of topic, demographics, and ticket purchase history.
- » Create rich HTML and text email messages.

Real-time Analysis of Campaign Performance

- » Maximize your email deliverability with analytic tools that help optimize your emails before sending.
- » Track email open and click-through rates by message and individual customer.
- » Test the performance of different email content and send the most successful version.

Social Media Integration

- » Utilize built-in media tools to allow your message recipients to share or “like” on social media networks.
- » Post messages/feeds directly to your Twitter or Facebook account.

Supports Email Marketing Best Practices

- » Includes message approval process to allow emails to be reviewed prior to distribution.
- » Supports privacy and anti-“spam” legislation by immediately removing customers who opt-out.
- » Provides auditable tracking of customer opt-in and opt-out.
- » Proactive management of ISP relationships to ensure messages are delivered to your customers.

Support & Training to Develop a Strategy

- » Customized implementation of your brand identity, including customized greeting and sign-up pages.
- » Complete training and customer support including help with email marketing database development.

Fully Integrated with Your Paciolan System

- » Integrated with your Paciolan ticketing system.
- » Browser-based solution eliminates need for additional software or workstations.



“PACmail is a great marketing and communications tool that we use on a weekly basis. We’re able to effectively promote all of our athletic events. We’re also able to push initiatives like print-at-home ticketing, which is critical in helping to streamline our box office operations, while eliminating long will call lines for Bulldog fans.”

Russell Hayden, *Director of Ticket Operations, Fresno State Athletics*

PACmail – Email Marketing Solution.

Contact a Paciolan representative at 1.866.PACIOLAN.

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