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CREATING TRUST IN EMAIL™

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CASE STUDY

StubHub

Industry: Media and Entertainment

Email Type: Promotional



Customer

Founded in 2000 and headquartered in San Francisco, CA, StubHub (www.StubHub.com) is the largest ticket marketplace in the world, based on sales. Acquired by eBay in 2007, StubHub enables fans to buy and sell tickets at fair market value to a vast selection of sporting, concert, theater and other live entertainment events, including those that are "sold out."

The company's unique open marketplace provides all fans the choice to buy or sell their tickets in a safe, convenient and reliable environment. StubHub partners include the New York Yankees, Chicago Bears and the University of Southern California along with nearly 60 teams in the NFL, MLB, NBA, NHL and NCAA complemented with music artists like Madonna and companies such as ESPN and American Express.

StubHub experienced a 16% lift in unique click-through-rate and ticket sales jumped 36%.

Challenge

One of StubHub's most effective marketing channels for driving ticket sales is email. Its bi-weekly e-newsletter plays a significant role in StubHub's email marketing success. Customers can also choose to receive email that is preference-based, for example, tickets to watch their favorite baseball team or country music singer.

The bi-weekly broadcast email drives the bulk of StubHub's revenue, so it was critical that deliverability be 100%. StubHub needed a solution they could rely on.

StubHub identified the following areas that required assistance:

- Not getting blocked by spam filters and ensuring delivery of the bi-weekly e-newsletter and other emails to customers
- Ensuring that links and images were not blocked and that emails could be read as designed, even in preview panes
- Ensuring that StubHub's emails are just as trusted and reliable as StubHub's online marketplace



CertifiedEmail is delivered to the inbox with links and images intact and marked with a unique blue ribbon icon.



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Solution

StubHub learned about Goodmail's CertifiedEmail through its email service provider, Responsys, a CertifiedEmail Authorized Provider. Intrigued by the unique 100% assured deliverability, per message authentication and unique trust marking features of CertifiedEmail, the company began testing the technology in December 2007.

CertifiedEmail is the only system of its kind where messages are marked with a unique blue ribbon icon and are routed automatically to the inbox, bypassing spam filters and guaranteeing deliverability and rendering with links and images turned "on" by default.

"There are plenty of deliverability services out there, but the CertifiedEmail class of trusted email is the most cost-effective solution for us," said Albert Lee, Associate Email Marketing Manager. "For the results we got, it was such an easy implementation."

Results

Four months after implementation, StubHub recorded the following benefits from their adoption of CertifiedEmail:

- 100% assured delivery to all customers who opted for the broadcast newsletter
- An increase of 16% in unique click-through-rates
- Orders increased 17%
- An increase in 26% in open rate
- Ticket sales directly attributable to email efforts jumped 36%
- All emails marked with a unique blue ribbon icon indicating message legitimacy

"Implementation took less than an hour and consumers that have opted for our newsletter but never received it started getting it for the first time."

Albert Lee, Associate Email Marketing Manager, StubHub

For More Information

Please contact sales@goodmailsystems.com