

**Location**

San Francisco, California

URLwww.stubhub.com**Industry**

Retail

Products

- Adobe Recommendations, selected for its ability to provide automated and customizable recommendations across all online channels
- Adobe SiteCatalyst, selected as the best-in-class, on-demand analytics solution

Results

- Revenue per email leaps by over 2,500%
- Average email click-through rate jumps by over 550%
- On-site recommendations tests increased AOV by 14%

“Adobe Recommendations allows us to swiftly test and optimize our product recommendations in order to derive maximum lift from our campaigns.”

Liz Nakamoto, lead business data architect, StubHub

StubHub targets visitors with the right products with Adobe® Recommendations

Automated recommendations increase revenue per email by over 2,500%

Challenge

StubHub, the leading online marketplace for connecting buyers and sellers of sports, concert, and theatre tickets, recognized that the changing online market demanded a shift in focus from traffic acquisition toward improving conversion and retention in order to continue its revenue growth. In addition, marketing and analytics resources had recently been reduced, leaving the team to do more with less. “With more consumers online than ever before, we know the challenge is no longer as much about getting them out of brick and mortar stores and onto our site—it’s about what we actually do once we have their attention,” says Liz Nakamoto, lead business data architect at StubHub. StubHub required an efficient and scalable solution to drive conversion and customer retention, in the face of reduced resources dedicated to online optimization.

Solution

StubHub selected Adobe Recommendations, powered by Omniture®, to promote creative content and offers, to drive more first-time and repeat purchases, and to increase average order value (AOV). Adobe Recommendations offers a portfolio of prebuilt, yet configurable algorithms that display the most relevant product or content recommendations in the right places to drive maximum conversion, customer engagement and revenue. The solution replaces StubHub’s previous manual and time-consuming processes which are no longer scalable as monthly traffic continues to climb. “We needed to show the right content to the right customer in the right place on our website, and we had to do this quickly and efficiently,” says Nakamoto. In addition, StubHub’s business is closely tied to the ever-changing interests of the sporting and music worlds. “We have to keep up with the world-at-large if we want to display market-relevant and up-to-date content on the site,” says Nakamoto. “When the Cleveland Cavaliers were preparing for the 2007 NBA finals, fans wondered whether team star LeBron James would play if his then-pregnant wife went into labor. Knowing his attendance would dictate the level of interest in game tickets, we monitored the news closely to determine whether we should continue to promote the event.”

Revenue per email exceeds 2,500%; average click-throughs increase 550%

After several successful on-site recommendations tests which increased AOV by 14%, Nakamoto and her team then decided to apply the recommendations technology to their email marketing channel to address shopping cart abandonment. Since StubHub had recently integrated its real-time Adobe SiteCatalyst analytics data with Responsys, its email marketing campaign provider, it was able to easily test and optimize different email recommendations through Adobe Recommendations. Adobe SiteCatalyst®, powered by Omniture, surfaced key points in the checkout flow where customers abandoned their cart, informing the recommendations engine as to which related events could be shown to that same customer in a targeted email in order to re-engage with them.

The built-in testing and reporting functionality of Adobe Recommendations identified the three most successful event recommendations based on a particular cart abandonment session. By presenting customers who had abandoned their shopping carts with incredibly relevant content and offers via email, StubHub was able to increase average email click-through rates by over 550%, which in turn, lifted revenue by over 2,500%.

Stubhub.com

Adobe Recommendations automatically provides timely and relevant content to StubHub's visitors, which drives conversion and revenue.

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Concerts
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Keith Urban
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Kenny Chesney

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2010 SPRING TRAINING
ARIZONA-FLORIDA
GET TICKETS >

This Week's Top Tickets Bruce Springsteen, Phish, Elton John

NBA: Lakers, Celtics, Knicks, Bulls, Mavs, Cavs, Warriors, Blazers, Wizards
NHL: Rangers, Bruins, Blackhawks, Flyers, Sharks, Red Wings, Penguins
NCAA BB: UNC, KU, Duke, Syracuse, Maryland, Hoyas, Kentucky, UConn
MLB: Yankees, Red Sox, Cubs, White Sox, Giants, Dodgers, Phillies, Rays
Concerts: Coldplay, Taylor Swift, Keith Urban, Kenny Chesney, Jimmy Buffett

Top 10 Events All Tickets

4/16 Yankees Opening Day Tickets
4/13 Mets Opening Day Tickets

Concert Tickets
Artists A - C
Artists D - G
Artists H - K
Artists L - O

How StubHub Works
About FanProtect™
Fan Stories
Help

Official Fan to Fan Ticket Marketplace of the **UFC**

GET TICKETS >

TicketUpdate
FREE bi-weekly calendar of hot events going on in your area.

Email:

“Adobe Recommendations enables us to extend recommendations beyond the on-site experience to optimize our customer interactions across multiple channels.”

Liz Nakamoto, lead business data architect, StubHub

About StubHub

StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets to tens of thousands of sports, concert, theater, and other live entertainment events. StubHub reinvented the ticket resale market in 2000 and continues to lead it through innovation. The company's unique online marketplace, dedicated solely to tickets, provides all fans with the choice to buy or sell their tickets in a safe, convenient, and highly reliable environment. All transactions are processed and delivered by StubHub and backed by the company's FanProtect Guarantee. Company partners include the New York Yankees, Chicago Bears, and the University of Southern California, along with nearly 60 teams in the National Football League (NFL), Major League Baseball (MLB), National Basketball Association (NBA), National Hockey League (NHL), and the National Collegiate Athletic Association (NCAA), complemented with music artists like Madonna and companies such as ESPN and American Express.

StubHub is an eBay company (NASDAQ: EBAY). For more information on StubHub, visit www.stubhub.com.

For more information
www.omniture.com



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