

The Tennessee Titans

The Tennessee Titans are a professional American football team based in Nashville, Tennessee. The Titans compete in the NFL as a member club of the American Football Conference South division.



The Titans rely on QuickTapSurvey for lead capture at home games. The survey app helps them attract fans with contests and giveaways. Fans also opt into a sales nurture campaign that automatically triggers when QuickTapSurvey leads sync to their CRM. QuickTapSurvey helps the Titans drive fan engagement, grow the brand and put more season ticket holders in the seats.

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We've been really pleased, really pumped to use QuickTapSurvey during our game day events. We want people in 30 secs or less to give us their name, email, answer a few questions and then give us permission to market to them in future. The email shortcuts in QuickTapSurvey are my favourite part, it's extremely useful and replaces handwritten email addresses that were often illegible. In the past, we would blast a post event campaign only to have half of them return as invalid. Now that number has shrunk by 40%.”

Josh Ward
Ticket Sales Manager

Challenge

Outdated fan engagement and promotion strategy. Poor quality leads, lengthy data entry times and slow post-event follow up with qualified leads.

Solution

Finding a more modern, expedient and cost-effective way to collect leads, build a sales and marketing email database and boost fan engagement.

Results

Post-event follow up campaigns decreased from 3 weeks to 24 hours, increasing lead follow-up rates by 50%

Key Customer Benefits

- Ease of Use
- No Internet Required
- Affordable Pricing

