

STREET & SMITH'S **SportsBusiness** **DAILY**

Building Bridges: Software Firm Helps Teams Track Tickets

Massachusetts-based software firm StratBridge has created a program in which NBA teams can see what tickets are not sold for a specific game, “act on the information by designing promotions to sell them, and watch the results live to make sure their promotions were working,” according to Sasha Talcott of the BOSTON GLOBE. The Celtics hired StratBridge two years ago to create a “color-coded image of their arena that would give live updates” for ticket sales. Twenty NBA teams will use StratBridge’s software by the start of the ’06-07 season, and the league will “analyze data and work with the teams to boost sales.” StratBridge can see “how much money every seat sold for, whether it sold as a group or individual ticket, and whether the same seat remained unsold for several games in a row.” Teams can also track how much of a discount each seat is selling for —just like a retailer that tracks how many of its wares have sold at sale prices.” StratBridge currently has about 50 professional teams as clients (*BOSTON GLOBE*, 5/15).



**StratBridge Helping Teams
Sell Tickets In Real Time**

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