

## usheru helps uplevel UBS Arena's digital gameplan with a 2.5X growth in both Conversion Rate & Organic Visits.

### The Challenge

Following their major opening, the new home of the New York Islanders, UBS Arena has been drawing audiences from across the state and beyond with its exciting slate of music and sports events. UBS Arena was looking for ways to enhance the user experience by making it even easier to navigate webpages with robust, comprehensive and key information.

### The Solution

They opted to work with usheru, using the usheru Connect platform which delivers an integrated web solution to automate & scale their digital playbook with essential tools focused on fan engagement and database growth.

### Objectives



Automate event web programming processes.



Upgrade SEO to drive organic & returning traffic to website.



Build UBS Arena audience database to cultivate community for long term growth.

### Results



# 2.5X

**Conversion Growth**

More visitors clicking through to ticket purchase.



# 2.5X

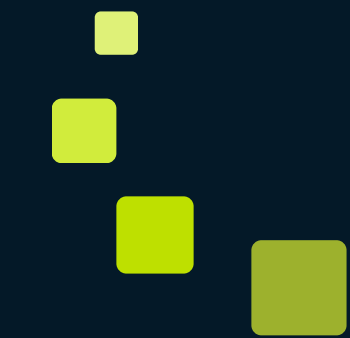
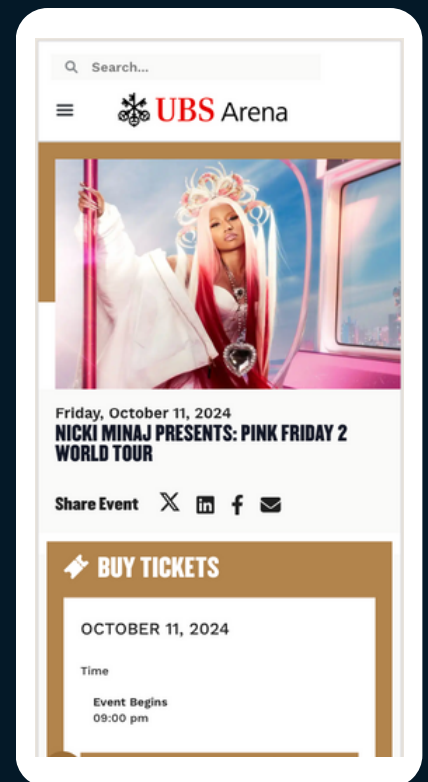
**SEO Improvement**

More than doubling UBS' direct and organic visits.



**Integrations (Sales CRM, Parking, Ticketing)**

Growing inbound Premium & cap per head.



We can't thank the usheru team enough for their exceptional work creating our new UBS Arena website. Their service along the way was fantastic. Their staff are accessible, friendly and professional. We highly recommend them to any arena looking to stand out as best in class.

**Erin Nourijanian,**  
VP Marketing, UBS Arena