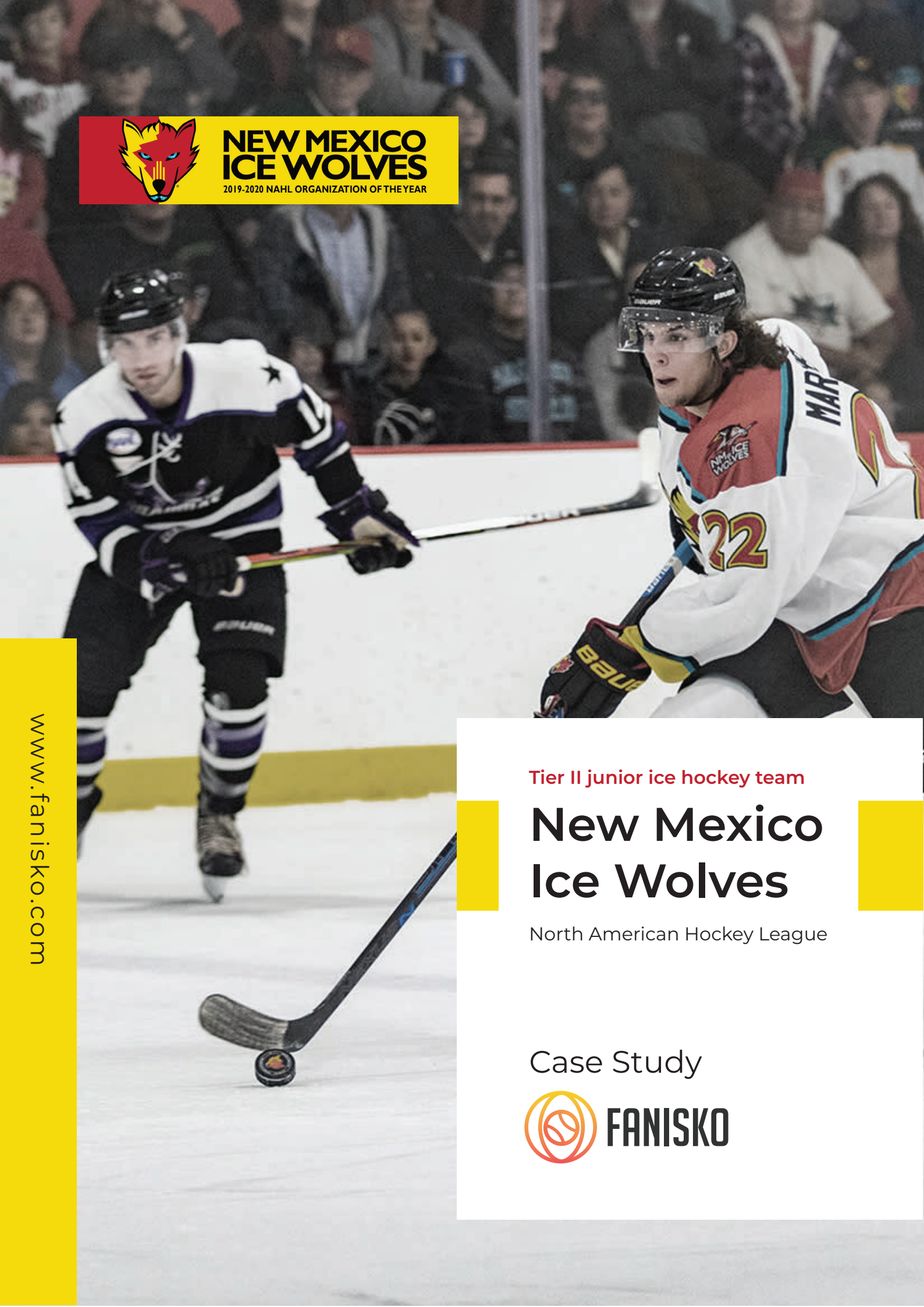




**NEW MEXICO  
ICE WOLVES**

2019-2020 NAHL ORGANIZATION OF THE YEAR



www.fanisko.com

Tier II junior ice hockey team

# New Mexico Ice Wolves

North American Hockey League

Case Study



# About

The New Mexico Ice Wolves  
(<https://www.nmicewolves.com/>)  
are a Tier II junior ice hockey team  
in the North American Hockey League's  
South Division. The Wolves play their  
home games in the Outpost Ice Arenas  
in Albuquerque, New Mexico.



# Challenges

Albuquerque already had a great variety of spectator sports including Albuquerque Isotopes (Pro Baseball), The Duke City Gladiators (Pro Indoor Football), New Mexico United (Pro Soccer) and The New Mexico Bullsnares (Pro Basketball) when the New Mexico Ice Wolves entered the market as a North American Hockey League team in 2019. The University of New Mexico Lobos, BMX and Auto Racing also had a huge presence. As a new team, the Ice Wolves partnered with Fanisko after learning about Fanisko's previous engagements with NAHL with three main goals:

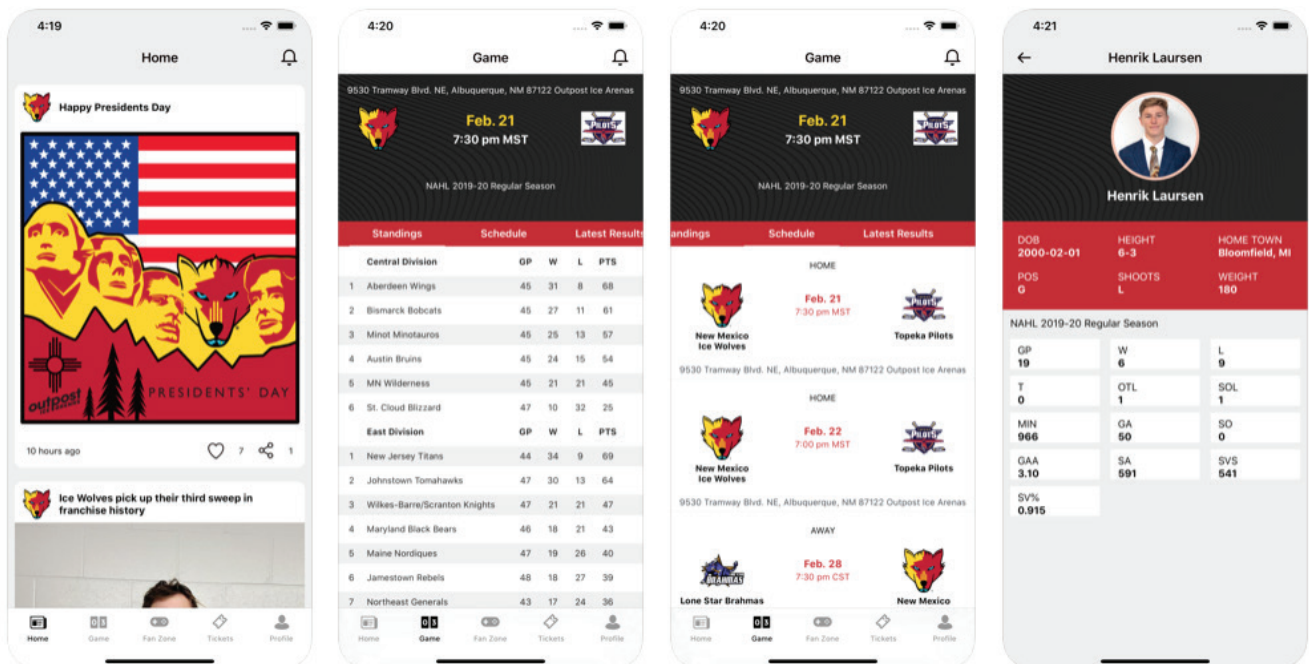
- To be a technology partner that offers state-of-the-art fan engagement solutions to gain traction with fans
- Utilize Fanisko's fan engagement expertise to engage their fans 24/7/365
- Gain fan loyalty to retain fans





# The Solution

With just over one month to the start of the season, Team Fanisko put a plan together to deliver an iOS/Android mobile app solution based on their proprietary Engage platform as phase 1. The plan consisted of a comprehensive content management platform with integrations with all of Ice Wolves' social media platforms including Facebook and Twitter with an easy to use backend. This enabled the team to create awareness and have more meaningful interactions with their fans outside of social media. After a successful on-time launch of phase 1, Fanisko continued on to solving challenges 2 and 3. Gamification is a key component to engaging fans and through the emotional connection along with innovative prizes and loyalty programs, fans stay connected with the brand continually. Fanisko delivered a "Fan Zone" construct within the Ice Wolves' app with contextual predictive gaming and trivia features - predictive gaming for game days and trivia for non-game days. This helped Ice Wolves create a better overall fan experience. Ice Wolves and Fanisko are engaging in phase 3 discussions for the next-gen gamification and fan acquisition strategies making use of Fanisko's analytics capabilities.



App Store Preview-iPhone Screenshots

# The Result

As a result of the partnership, Ice Wolves saw a robust and loyal fan base that embraced the team during an up-and-down inaugural season. Ice Wolves generated 1300 unique user app installs (season to date) with 67% on iOS and 33% on Android platforms. On average, each fan had 36 sessions per month with an average daily engagement time of 3m and 23s. That is, each fan spent 1hr and 43m a month having meaningful interactions with the Ice Wolves brand through the app. Ice Wolves have created a structured playbook of content and engagement activities using Fanisko's technology providing valuable ways for the fans to interact. For example, 33% of installed base app notifications triggered an app event - a fan action as a result of the app notification. The user installs, the engagement time and the number of interactions generated are the type of results that Ice Wolves were hoping for and got it.



*"Fanisko proved to be a great partner during our inaugural season in the NAHL helping our team develop an app that kept fans engaged throughout the season, with their help we now have a one-stop place where NM Ice Wolves fans can stay up to date on all of the latest team news while also giving the team valuable analytics to assist our marketing efforts."*

**Stan Hubbard**

Owner of New Mexico Ice Wolves

Additionally, 15% of the fans engaged with some sort of a ticketing activity from the app. This shows that these engagements have a direct impact on revenue as well as fan loyalty.