

The Arkansas Razorbacks increase site revenue



The University of Arkansas Athletics Department has 19 teams competing at the highest level of NCAA competition in the SEC, arguably the nation's elite athletic conference.

Challenge

The Arkansas Razorbacks were struggling to illustrate to potential sponsors and advertisers that investing more in Razorbacks digital fans would deliver worthwhile ROI. Their dated, externally managed website made it very difficult to provide the digital experience their fans craved and would engage more heavily with.

On top of those website limitations, the Razorbacks' Broadcast Services team was spending too much time dealing with technical headaches surrounding video publishing and not enough time focusing on creating compelling content.

"We didn't have great ease with pushing out our video and getting our content in front of the audience we wanted it to be in front of. We were having to put a lot of our content on YouTube, and we couldn't direct our fans to our own website. We had to go to a third party to make anything happen on a mobile device," said Michelle Glover, Assistant Athletic Director for Broadcast Services.

Solution

The University of Arkansas athletics department decided to buck the trend in the NCAA and design their own video-first website that would provide a more engaging experience for their audience and allow them to run video ads inside their video content.

The team took control of their website and redesigned it from scratch with the help of a team of web developers and uStudio's highly integratable video platform. Utilizing a single video platform that was deeply integrated with their Wordpress CMS and social media platforms greatly simplified the Broadcast Services team's video publishing workflows.

Here are some of the specific video initiatives they were able to deploy with uStudio:

- An **infinite scroll content wall** showcasing primarily video content
- Pre-, mid-, and post-roll video ads to increase site revenue
- Unique interactive video players that generate fan engagement on social media while promoting ticket and merchandise sales



Results

The Official Athletics Site for the University of Arkansas saw a 46% increase in website traffic, a 33% boost in video views, and a 30% increase in time spent watching videos. These results led to an increase of website advertising and licensing revenue by more than 10%.

*If you're interested in learning more about how we help customers like The Arkansas Razorbacks do more with video, contact us to **request a demo with a video strategist.***