

## HipCricket's Sports Fans More Mobile Savvy than Teens

Sports radio stations have always embraced interactivity with fans. Like any other type of radio station, the call in concept was used frequently. But with mobile marketing, they are able to reach out to their audience in new ways.

Stations working with Seattle-based mobile marketing firm [HipCricket](#) have increased cumulative audience and time spent listening, built remarketable databases and consistently recorded the most text messaging activity among HipCricket's hundreds of stations.

Prior to HipCricket, The Ticket was signing up an average of 75 new listeners per month to its VIP database. In the first two months of working with HipCricket, the station opted in 2,615 new members. Also, The Ticket sent a text push to its entire database encouraging listeners to tune in for a major announcement. Portable People Meter (PPM) data showed that the station's cume doubled in each of the three quarter hours that the Cowboys' programming push messages were sent to the station's text club.

"While many perceive teens as the most fervent texters, we consistently see the most activity from our sports stations' listeners," said Ivan Braiker, CEO of HipCricket.

HipCricket's list of sports stations reads like a Who's Who – The Ticket Dallas, WEEI-AM Boston, KJR Seattle, KESN-AM Dallas, KTKR-AM San Antonio and ESPN Seattle. Syndicated sports radio host Jim Rome is also a client. The company drives new revenue and customer loyalty for consumer brands and broadcast stations through strategic, creative and measurable mobile marketing interactivity.