



2023 CLEVELAND BROWNS CASE STUDY

Creating a *Sensational* Event Experience



OBJECTIVE

Building on the 3 years of success with Express Access facial ticketing, the Cleveland Browns expanded the use of Wicket in 2023 to drive revenue and further enhance the fan experience.

THE USE CASES

- 1 Facial Ticketing**
Fast entry for individuals & groups
- 2 Facial Payments**
Grab and Go for beer and snacks
- 3 Facial Credentialing**
Controlled entry to sensitive areas
- 4 Facial Access Control**
Secure access for employees

“The fan experience is paramount to our organization. Wicket has proven time and again they are an ally and innovator in our effort to provide our fans the best possible experience.”

David Jenkins
Chief Operating Officer

“Our fans love using Express Access, and this season we wanted to see where else Wicket could be used to improve the fan experience. Express Beer proved that was possible.”

Brandon Covert
VP of Information Technology



FACIAL TICKETING

Fans opt-in to **Express Access** through a simple enrollment and are able to breeze through gate entry with a group up to 14 people

[Click For Video](#)

The 4th season of Express Access was focused on expanding the number of lanes used, maximizing visibility and usage of facial ticketing

35,859

Total number of enrolled fans

39,726

Total number of entries

98,438

Total number of ticket scans

992

Average new enrollments game by game

16%

Of all ticketed fans used at 12/28/23 game

43%

Of all season ticket holders enrolled



FACIAL PAYMENTS

Fans opt-in to **Express Beer** by loading their ID for proof of age and a credit card to grab beer and snacks without pulling out a wallet or phone

[Click For Video](#)

The Browns rolled out Express Beer in partnership with Wicket as a pilot that allowed fans to buy 2 beers per order, growing from 1 to 6 dedicated kiosks in 2023

4,176

Total number of enrolled fans

5,500

Total number of orders

10-12 sec

Average transaction time

44%

Of fans used at more than 1 game

1.7

Average orders per fan per game



FACIAL CREDENTIALING

Access for credentialed visitors

5

Total number of access points

2,457

Total number of credentialed entries

713

Total number of credentialed users



FACIAL ACCESS CONTROL

Access for employees and staff

21

Total number of access points

946

Total number of enrolled staff

336,204

Total number of access control entries



THE RETURNS

Customer ROI

4:1

Reduction in ticket scanning lanes needed based on throughput

\$8,000

Average cost savings per Express Access ticketing lane per season

171%

ROI in first year of limited Express Beer deployment

Fan ROI

4x

Faster ingress and concessions utilizing Express solutions

9.3/10

Express Access rating—highest rated item in fan survey

1,126

Fan hours saved using Express transactions this season

Sponsor ROI

YOUR FACE. YOU'RE IN.

EXPRESS ACCESS

FREE > FAST > EASY

PRESENTED BY verizon



Both Express Access and Express Beer have multi-year sponsors and are seen by fans as benefiting fan experience

- Verizon at Express Access
- Bud Light at Express Beer