

Case Study



The Houston Astros are an American professional baseball team based in Houston. They partnered with Student Beans as they wanted to increase their brand affinity and appeal to the student demographic.

They knew offering an incentive would increase conversions with Gen Z, so they set up their student discount program, offering up to 70% off tickets.

Once onboarded, they collaborated with their dedicated Customer Success Associate to ensure great performance. Their Customer Success Associate suggested that during key periods, they build awareness of their student discount with their audience by promoting it via their Instagram platform.

MoM uplift in revenue:

229%

uplift in MoM tickets sold:

220%

codes a month:

3,000

