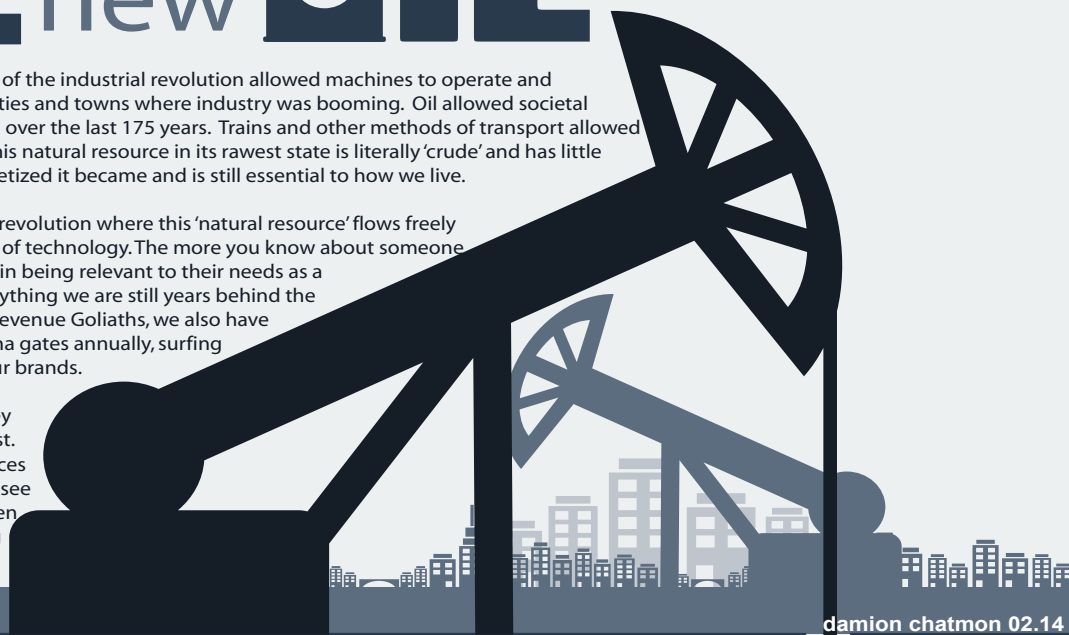


DATA: the new OIL

The importance of fossil fuels, mostly oil in the beginning of the industrial revolution allowed machines to operate and produce goods. These goods were then transported to cities and towns where industry was booming. Oil allowed societal dots to be connected and altered the way people worked over the last 175 years. Trains and other methods of transport allowed goods to be sold around the world at affordable prices. This natural resource in its rawest state is literally 'crude' and has little value. However once mined, refined, distributed and monetized it became and is still essential to how we live.

Data is just as important today. We live in a technological revolution where this 'natural resource' flows freely and is only growing exponentially with the advancement of technology. The more you know about someone (client or prospect), the better opportunity that you have in being relevant to their needs as a consumer. We in the sports industry are no different, if anything we are still years behind the Amazons and Walmarts of the world. And just like these revenue Goliaths, we also have millions of people flooding through our stadium and arena gates annually, surfing our websites, watching our programming and wearing our brands.

By collecting this data we are able to learn about how they consume our products at what frequency and at what cost. We can then develop methods to enhance their experiences while increasing our profits and brand awareness. Please see the information below that highlights key necessities when deciding how to harness the never ending, ever changing power of consumer data.



damion chatmon 02.14



CONTACT CAPTURE

It is essential to capture as much information on people that touch any aspect of your product. The more information that you have, the more opportunity you have to relevantly communicate with them.

These opportunities include, sales, retention, general communication, service.



Primary & Secondary* Ticket Purchases

Demographic information, transactional information and attendance

*exponential due to resales, bids and transfers

Food and Beverage Point of Sale

Demographic information, transactional information and attendance

Online and In-Arena Merchandise Purchases

Demographic information, transactional information and shopping behavior

Ancillary Data Sources

Email Opt Ins, Online form submissions (Info Requests, Contest Entries and Survey Responses), MMS Subscriptions, Email Opens and Clicks, Web Page Views, Facebook Likes and Twitter Retweets are also excellent sources of data that you can use to supplement client/prospect profiles



RESOURCES - PEOPLE

A considerable amount of time should be spent putting the right human resources into place to be successful. Different teams have different structures in place and the presence of a technical vendor alleviates the need for in house programmers. Programming needs can include but are not limited to, SQL, C+, VBA, and .net. There also needs to be someone in place to monitor and maintain connection between systems. Typically this is a team's IT department maintaining a SQL server and monitoring for call errors. Depending on the system, a customizer is also essential when meeting the ever changing needs of business operations, developing workflows, dashboards and new processes to support the business. Finally, deriving business intelligence from the data could require multiple analysts and would be adjusted based on the needs of the business.



RESOURCES - SYSTEMS

Time should also be spent investigating how various systems collect and store data. With multiple POS transactions happening, it is necessary to determine a system of record, usually a CRM solution, and have a good handle on API's in order to determine how a unique contact record is identified. You also must account for the process and frequency of hygiene (including duplicate record detection, updated postal address database, Do Not Call, text and email permissions).



Data Enrichment

AGGREGATE AND SCORE

You enrich your data by totaling

recency, frequency, & spend totals. Scores and models can then be developed that take into consideration engagement variables like demographics and attitudinal information. If you lack internal resources, you can enlist the assistance of vendors.

Internal Inputs

These metrics are important to sales management as they assist in coaching and development of people and processes.

Key indicators include sales and service activity and contact-to-close ratio.

Financial data regarding billing and revenue recognition is also important from a corporate partnership perspective.

