COMPLIMENTARY WEBINAR

Making Fan Data Work For You

Effectively Connecting Segmentation to Revenue

SEPTEMBER 14 | 1:00 PM ET

PANELISTS

JUSTIN FRIEDMAN
Senior Director, Data & Analytics, NFL

ALEXANDER FOSTER
Analyst, Revenue Planning & Analytics, Las Vegas Raiders

TY FOWLER
Data Systems Analyst, Kansas City Chiefs

stellaralgo
ACTIONABLE DATA INSIGHTS

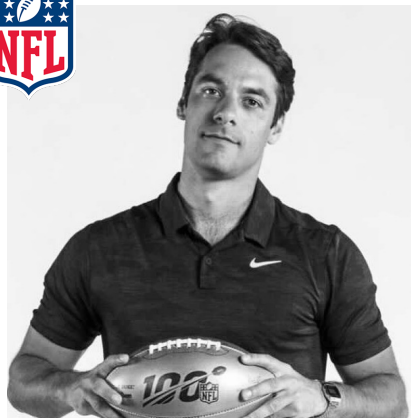Street & Smith's
SBJ SPORTS BUSINESS JOURNAL

Erika Gunerman

VP of Account
Management, StellarAlgo

Eileen Silvergleid

Chief Revenue Officer,
Sports Business Journal

Justin Friedman

Senior Director, Data
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Alexander Foster

Analyst, Revenue Planning &
Analytics, Las Vegas Raiders

Ty Fowler

Data Systems Analyst,
KC Chiefs

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COACH TOM FLORES HOF CAMPAIGN

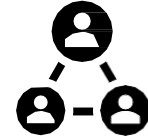*Implied & Explicit - Hispanic Audience Targeting*

CELEBRATE THE ACCOMPLISHMENT OF COACH TOM FLORES

AMPLIFY THE ACCOMPLISHMENT TO A TARGETED HISPANIC AUDIENCE

CONTINUE TO BUILD FANDOM AND EQUITY ACROSS PRIORITY SEGMENTS & HMA

CAMPAIGN RESULTS - YOUTUBE

Timeframe: 2/7 – 2/8

	Clicks	Views	CPV	Impressions	View Rate
Implied – Hispanic NFL Fans in Vegas	41	2,155	$0.27	10,146	21%
Explicit – Hispanic Raiders Fan, National	18	488	$0.24	2,148	22%

CAMPAIGN RESULTS – FB/IG

Timeframe: 2/7 – 2/9

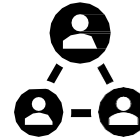|	Clicks	3-Second Video Play	CPC	Impressions	View Rate
FB Targeting Implied – Hispanic Raiders Fan, UT, San Diego, Fresno, Sacramento	2,491	44,401	$0.40	144,059	30%
Implied – Hispanic NFL Fans in Vegas + Explicit – Hispanic Raiders Fan, National	1,462	37,531	$0.83	176,911	22%

TAKEAWAYS
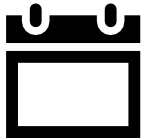
EXPAND CAMPAIGN TIMEFRAME

LONGER FORMAT FOR YOUTUBE (:30 vs. :15)

CONTINUE TO REMARKET TO THE IMPLIED AND EXPLICIT AUDIENCE

CONTINUE TO PRIORITIZE APPENDING DEMOGRAPHIC IDENTIFIERS

LAS VEGAS RAIDERS

NFL DATA & ANALYTICS

Chiefs Leverage League Ticketing Propensity Scores and Targeted Lists To Drive $2.1M In Ticket Sales

Kansas City Chiefs

The Challenge
Preparing for the 2021 season, the Chiefs faced the obstacle of maximizing revenue with a premium schedule and ninth regular season home game, despite just a small portion of fans attending games in-person during the 2020 season. The Chiefs were looking to identify new leads as well as ultimately drive ticket sales revenue on their availability.

The Approach
The Chiefs ran campaigns in email, paid social and programmatic platforms. Fans were strategically targeted using segments from their internal database and from the league database through the AWS integration and league ticketing propensity scores. Higher ranked fans were reached via email, while lower ranked fans were reached through social and programmatic efforts. For season tickets, the campaigns were geared towards identifying more promising leads through paid social lead generation and web contact forms. For single tickets, the campaign directed fans to the club ticketing pages.

The Results
After running these campaigns, the Chiefs saw 1,548 accounts (20% of these accounts were specifically targeted based on the propensity scoring provided by the League) purchase tickets which resulted in $2.1M in ticket sales.

Kansas City Chiefs Contacts

Ty Fowler
Data Systems Analyst

Claire Prather
Marketing and Analytics Manager

1,548
Accounts Purchased

↓

299
of these accounts were targeted using the League propensity scores

$2.1M
Tickets Sales

↓

$355K
from accounts suggested by the League propensity scores

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For more information, contact -

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