

THE ULTIMATE PLAYBOOK

# Why Predictive Data Is A Home Run For Sports Brands



## THE PLAYBOOK

# Scoring Big With Predictive Data

## How Sports Brands Are Using Data To Up Their Game

In today's fast-paced digital age where consumers demand seamless personalized experiences from an endless number of entertainment options, data has become the key to unlocking the insights needed to improve marketing results and grow businesses across industries – including sports.

Predictive data can provide a valuable view into the behavior and preferences of fans, businesses, and communities, allowing your organization to make informed decisions that lead to better fan experiences and most importantly – improved marketing results.

In this playbook, we'll dive into actionable ways sports brands can leverage predictive data to take their game to the next level – from understanding individual ticket holders to identifying the key attributes that drive fan engagement and more. Ready to dig in? Let's go!



## CUSTOMER ACQUISITION

# Increase Individual Ticket Sales

We've all heard the phrase, "Right person, right place, right time." With insight into who people are, their preferences and behaviors, and even their decision-drivers, sports organization can **directly target and personalize messaging** to those consumers most likely to purchase tickets.

Luckily, nailing this concept is completely possible with the right data. Here's one way how:

1. Enrich your CRM file by appending AnalyticsIQ's 1,500+ PeopleCore consumer data points.
2. Conduct analysis to see which audiences, like "Millennial Sports Fanatics", are best aligned to your brand.
3. Consider building a model to identify new consumers with similar characteristics and/or segment your current customers.
4. Leverage unique data points like "Spontaneous Spenders" to tailor your message and call to action – like a time sensitive offer.
5. Take your media strategy to the next level by leveraging data points such as "Channel Preference" to ensure you're reaching your audience across the right channels.



## B2B ENGAGEMENT

# Maximize Relationships With Local Businesses

From season tickets to company outings to sponsorships, businesses represent a major opportunity for sports brands. But with B2B data often missing or limited to traditional firmographics, how can sports organizations more effectively expand their B2B relationships?

The answer is **B2B2C data** like AnalyticsIQ's Connection+ linkage. Connection+ accurately links an individual's consumer profile to their professional profile, helping you understand businesses and the people behind them – both as professionals and everyday people.

B2B2C insights enable you to reach decision makers with a passion for your sport or target price sensitive CEOs with discounted group tickets. With a 360-degree understanding of the individuals making decisions for companies, sports marketers can identify and target the right businesses and decisions makers with true personalization.



## AUDIENCE INSIGHTS

# Grow Fan Diversity

Sports are a universal language where human beings of all walks of life come together in shared passion to cheer their favorite teams to victory, and rich, comprehensive data with wide coverage across demographics categories can help sports brands understand the make up of their fanbase and better cater to a diverse audience.

AnalyticsIQ's data can unlock an understanding of an individual's ethnicity and preferred spoken language. Not only that, but our data also pinpoints the individual's level of assimilation, whether they are bilingual or unassimilated.

With these rich insights, sports brands can:

- **Understand their fanbase**
- **Reach new communities**
- **Cater to language preferences**
- **Tailor offers, events, and merchandise**



# Boost Fan Engagement

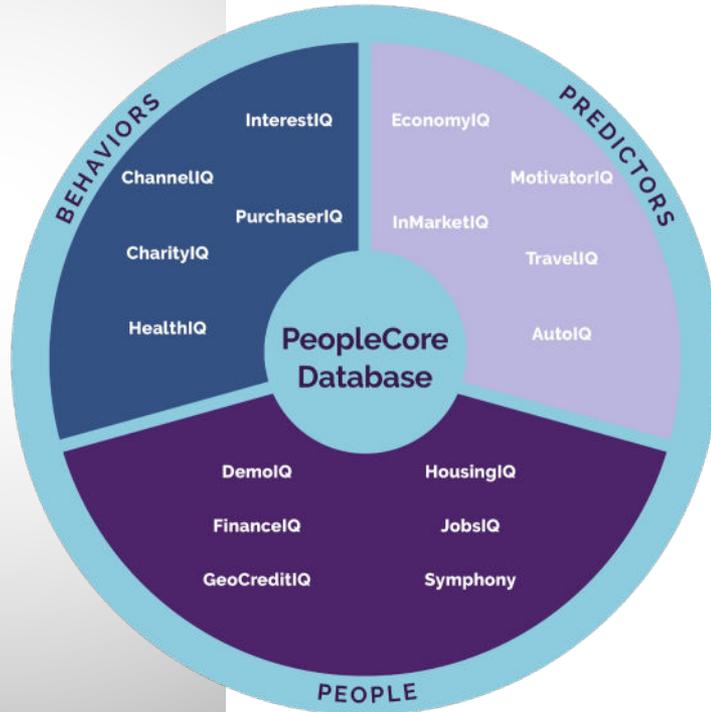
Let's face it – fans show support for their team in a variety of ways. Such vast audiences present sports teams with numerous opportunities, and with predictive data to better understand and engage with their fans, sports brands can effectively increase fan engagement and drive more revenue from advertising by:

- **Increasing merch sales.** Analyze your audience's shopping behaviors in order to optimize merch advertising and even target custom audiences via CTV.
- **Improving in-event experience.** Examine fan engagement and loyalty to identify ways to make in-event experiences more engaging.
- **Measuring advertising results.** Through closed-loop attribution, sports brands can link addressable campaigns to metrics like ticket and merchandise sales.



## POWERFUL, PREDICTIVE DATA

# Know Your Customers & Prospects Like You Know Your Friends.



AnalyticsIQ is the leading offline marketing data creator and predictive analytics innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help you understand the who, what and why behind individuals and the decisions they make every day - whether at home as consumers or at work as professionals.

Our accurate and comprehensive consumer database, PeopleCore, provides access to data attributes you can't find anywhere else. From demographics and affluence categories to psychological drivers and purchase predictors, data scientists and marketers rely on our data to build better models and fuel personalized experiences across channels.

## BUSINESS TO CONSUMER LINKAGE

# See The Whole Picture with B2B2C Data.



Many other data providers focus only on either B2C or B2B data. But at AnalyticsIQ, we have both assets. AnalyticsIQ combines the power of company data with individual employee intelligence into one incredible database, BusinessCore. Today, brands utilize this data for predictive modeling, personalized cross-channel marketing, product insights, and so much more.

Even more incredible? AnalyticsIQ has the power to connect BusinessCore to PeopleCore with Connection+. Connection+ B2B2C linkage capability is especially powerful for sports brands looking to identify businesses and find cross-sell and marketing opportunities with a holistic view that includes an individual's personal and professional lifestyle.

 AnalyticsIQ

Let's talk.

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