4FRONT x SPORTS ETA – SPORTS TOURISM ANALYTICS CERTIFICATE
Session 1: An Introduction to the World of Sponsorship Analytics in a Digital Era

Industry Trends

#1
Descriptive analytics
→ Predictive analytics
→ Prescriptive
analytics

#2
Sign of the times.
Needs have changed.

#3
Multi-data sources
pulled together to
provide full sight/
golden record.

#4
Big data, a lot of data
and number
crunching.

Methodology

Combining 1st and 3rd Party Data
- Digital and device-based data with no sample size restrictions
- 1st party data: website visitors, volunteers, supporters, past participants, newsletter
- 3rd party data: Oracle BlueKai   60+ sources and 60,000+ data points
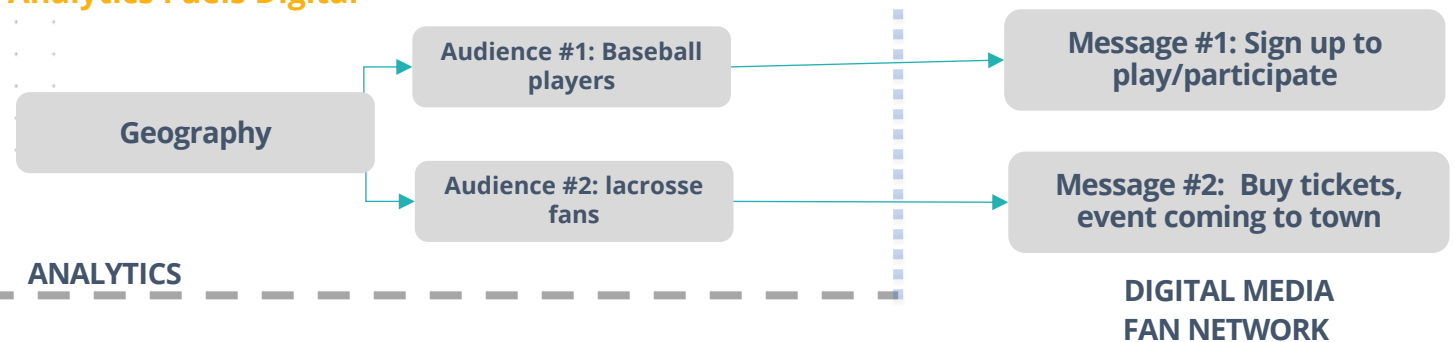
Segmenting Device Levels
- Process:
- Data ingest → Customized Portal → Audience Updates → Insights

Data Matching Rates
- 70% for email address
- 95% for first name, last name, email and zip code

Translating Analytics Into Digital Marketing

Analytics Fuels Digital

Geography → Audience #1: Baseball players → Message #1: Sign up to play/participate

Geography → Audience #2: lacrosse fans → Message #2: Buy tickets, event coming to town

ANALYTICS

**DIGITAL MEDIA
FAN NETWORK**

YOUR FAN FOOTPRINT - # of Devices

989M total devices U.S.

60M Wrestling fan devices U.S.

43M total
North Caro[...]

536k total de[...]
Greenville, NC

AUDIENCE SEGMENTATION: MARKETING
Segmenting wrestling fans in Greenville looking to go to live events.

SEGMENT	DESCRIPTION	SIZE
North Carolina	This category contains people whose IP addresses or ZIP codes indicate they reside in the state of North Carolina. Source: Oracle Geographic	~43M Devices 75% Mobile 25% Desktop
Greenville	This category contains people whose IP addresses or ZIP codes indicate they reside in the Greenville, New Bern and Washington areas of North Carolina. Source: Oracle Geographic	~536k Devices 64% Mobile 36% Desktop
Wrestling fans	This category contains an audience that is engaging online that indicates they are wrestling fans. Source: Oracle Branded Data, Clickagy, ShareThis, Cross Pixel, Eyeota, Valassis Digital	~190k Devices 61% Mobile 39% Desktop
Event seekers	Individuals under this category are in-market for events and attractions aggregated by online browsing and purchasing behavior.	~139k Devices 62% Mobile 38% Desktop

North Carolina / Greenville / Wrestling fans / Event seekers