

4FRONT x SPORTS ETA – SPORTS TOURISM INNOVATION CERTIFICATE

Session 2: Best-in-Class Data Collection Tactics & Strategies

Start Storytelling with Data



1st Party Data

CRM

A technology and software that gathers all customer information and interaction data in one place.

Social Media

The link between CRM and Social Media is essential for proper data collection. Two groups of Social Followers & Social Engagers.

In Stadium/Arena Collection

The primary goal of on-premise data collection is two-fold: lead generation and customer segmentation.

2nd Party Data

Utilize Your Partners

Any partner or sponsor your organization has can receive data the same way you can through:

CRM + Social Media + On-Premise

In order to best serve your customers, organizing a **data exchange** to get relevant data to these partners can significantly boost the quantity and quality of data in your organization.

Additionally, you can find **overlaps** in customers between two data sets, but also **lookalike customers** from your partners that demonstrate similar characteristics to your current or target customers

3rd Party Data

Data Management Platforms

The tool used to consolidate a company's first, second, and third-party data. It manages the segmentation and identify definitions of the data.

Third-party data is largely collected through **anonymized analysis of internet browsing behavior**.

Additionally, third party data providers vary in quality. It is important to evaluate the quality of a provider for your use case. Typically, this can be done through research and conversations with you DMP provider.

Best-in-Class Tactics & Strategies

- CRM systems are the backbone of data collection
- Linking social media to CRM is essential in modern data collection
- Don't underestimate the power of collecting data on-premise, even in low tech methods
- Utilize your partners' data and create a data exchange
- Third-party data can help enrich the data you already have
- First, second, and third-party data all play important roles in the analysis process