

4FRONT x SPORTS ETA - SPORTS TOURISM INNOVATION CERTIFICATE

Session 3: Insights 101: The Power of Understanding the DNA

What Data Do You Have Available?

CRM Data
(Email List, Past Donors, Ticket Buyers, etc.)

Website Visitors
(Pixel, Google Tag Manager, etc.)

Surveys
(Online, In-Person, etc.)

Other
(Census Data, City information, etc.)



DNA



Demographics

- Strong Fan Segments
- Growth Audience Segments

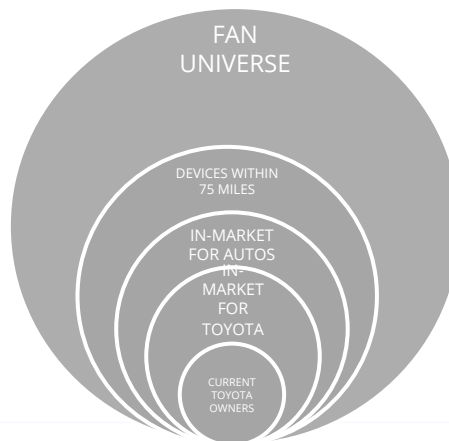
Needs

- Lifestyles
- Purchase Behavior
- Hobbies & interests
- Technology

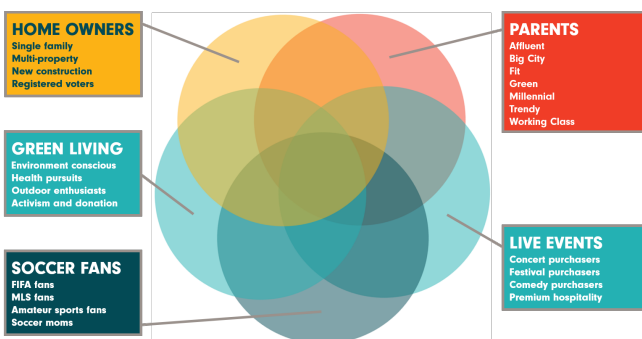
Attitudes

- Shopping Preferences
- Social Media
- Personal Values
- Political Beliefs

Data → Insights



Using DNA to Improve Strategies



RIGHT MESSAGE to the RIGHT PEOPLE on the RIGHT PLATFORM at the RIGHT TIME.

