

dotmodus



EYES ON THE PRIZE: FAN ENGAGEMENT FOR SPORTS BUSINESSES

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Fuelling engagement and building long-term loyalty



"The sports business is an eyeballs business. If your team, club, organisation, or brand does not own and measure the audience it engages, how can you show a sponsor the value it can generate from becoming a rightsholder?"

Tom Fowler,
CEO DotModus

Brand managers in other industries regard the fervent loyalty that sports clubs and teams command from their lifelong fans with envy. Yet sporting businesses are competing as hard for the consumer's attention in a cluttered media environment as organisations in any other sector.

Just like an FMCG or consumer electronics brand, a sports team cannot take fan loyalty for granted. Though some hardcore fans may stick with a team come what may, your sports business needs to capture the imagination of the casual fan to truly prosper.

Keeping the loyalty of an increasingly fickle consumer throughout off-season periods, losing streaks and disappointing stadium experiences is no easy task. It has become even harder amid all the cancelled games, the fan-less matches and delayed season starts due to the pandemic.

These challenges have brought fan engagement to the top of the agenda for sporting teams and brands. They realise that it's no longer enough for the team to perform on the day of the match - it's also important to understand what customers want and delight them with memorable, personalised experiences.



"Commercial sponsorship is about adding value to our brand, since winning cannot be the only moment of return. We see the role of big data and effective analytics as giving deep insights into the fan, and what they want, need, and demand. This enables any sports property to have an effective engagement strategy based on facts, all of which unlocks the rightsholder value."

Nick Stocker,
commercial director at Red Bull Racing.



Harnessing data

As they seek to grow fanbases in new demographics, optimise relationships with dyed-in-the-wool supporters, and grow revenues, marketing and analytics professionals at sports businesses have a major asset at hand – the troves of first- and third-party data they have collected about their fans.



“We aspire to operate as a 21st century sports event business by becoming more sophisticated in how we use data and digital channels. One of the primary benefits is the ability to increase our commercial and sponsorship revenue. Data is the new frontier of sport, which we need to collect, manage and analyse to be more effective in understanding our audiences and be better positioned to retain and increase value for our rights holders. We also need to develop channels to connect with our audience and provide relevant content that better engages audiences, which develops opportunities for our partners and sponsors to target their audiences in unique ways.”

Jonathan Durling,
Partnerships Director at SweetSpot.

This data can open powerful and exciting engagement opportunities beyond the match on television or at the homefield. With accurate customer profile data, you can understand which fans attend matches, which could be enticed to view more live games, and how to craft custom messages that connect personally with fans.

Fans’ social media data could provide insights into their behaviours and preferences that could be invaluable to the team and its sponsors. Transaction and mobile app usage data could help you to create exciting customer journeys and promotions that increase fan value, loyalty and engagement.

Yet consolidating this data into a single view, turning it into fan insights, and using it to fuel digital experiences is complex. Many sports teams have siloed databases and fragmented tech stacks. They may also be struggling with incomplete or low-quality customer data. These technical challenges need to be addressed if a sports team is to engage with fans in an impactful and personalised manner.

The challenges may seem daunting, but they can be solved with the right tools and processes. With the right business solutions, you can create data models with personalised profiles of each fan that provide a foundation for closer relationships that endure.

«Technology in 2020 allows us to offer fans a better experience when viewing their favourite sport. Clever tools enable content creation teams to create at scale, but the beauty of analytics is the short turnaround time to see how content is performing, allowing teams to tweak or adjust strategies. Human experience and intuition partnered with the best technology products allow for a winning formula that benefits fans.»

Xylon van Eyck,
Creative Director at Believ Content Agency.

A 360-degree view of each fan

DotModus has partnered with Looker—today part of the Google Cloud platform—to offer sports teams a powerful set of tools for fan engagement. Looker gives brands the tools they need to understand what makes fans tick, deepen engagement and keep them coming back.

With Looker, sports businesses can drive a multitude of data experiences, from modern business intelligence and embedded analytics to workflow integrations and custom data apps. The power of the platform lies in its ability to give you a unified interface to access the truest, most up-to-date version of your company's data.

This data can be integrated into your fan engagement and marketing teams' daily workflows, enabling you to derive value from your data at web scale. Whether you need business intelligence, big data analytics, or a 360° view of fans, Looker can help.



Use Looker to operationalise business intelligence for everyone with powerful data modelling that abstracts the underlying data complexity at any scale and helps to create a common data model for the entire organisation.





Gain fast access to centralised data for real-time decisions

Modern fan engagement tracking models require a modern technology ecosystem, to break down data silos. With Looker, you don't need to manually stitch together all your data sources to get a complete picture. By centralising your data sources with Looker, you can focus on the analysis you need to drive revenue and engagement.

Thereafter, you can use high-volume data streaming technology to analyse data at a granular level, in real-time.

Complete media coverage

You can use the Looker platform to build scalable, reusable dashboards that show how each channel you use for fan engagement interacts with the others. You can leverage application programming interfaces to understand how fans are engaging across apps, websites, or promotional messages. Looker gives you a holistic view of your content, from how ads perform to unique content metrics to which authors have the lowest bounce rates.



Customised reporting for fan insights

With Looker's advanced reporting system, sports teams can connect data warehouses and other data sources to the platform, analyse the data, and use it for reporting and ad hoc exploration. This provides a complete view of the fan, with data accessible to all users so that they can analyse fan behaviour and preferences.

Analyse data easily with visualisation tools

Looker's visualisations enable you to turn massive amounts of data into digestible insights. These data visualisation tools allow for deeper analysis into the live, accurate, and row-level detail that drives fan engagement. A well-built dashboard can impact the trajectory of business by aligning the sports team around a single set of meaningful key performance indicators.

Multi-cloud platform

With Looker, you can connect, analyse, and visualise data across Google Cloud, Azure, AWS, on-premises databases, or ISV SaaS applications with equal ease at high scale, with the reliability and trust of Google Cloud. You can use Google Cloud Data to manage petabytes of data seamlessly with BigQuery, a serverless, scalable data warehouse.

Create the ultimate fan experience

Today's fans expect to have a relevant experience delivered to them where and when they want it. The focus is to build a platform that generates and captures a lot of data about fan behaviours and message engagement, so that you can understand, reach, and engage with them customers in personalised, targeted ways. Use Looker to gather the right data, and manage it effectively, in real-time.

Teaming with DotModus to win at fan engagement

The better you know your fans, the better you can engage with them. This can translate into better fan experiences and higher revenue growth - a win for teams and fans alike.

Contact Us

Contact us on sales@dotmodus.com to learn more about how our data solutions enable you to deliver richer and more successful fan engagements at a time when bottom line growth is more of a priority than ever for sports teams.