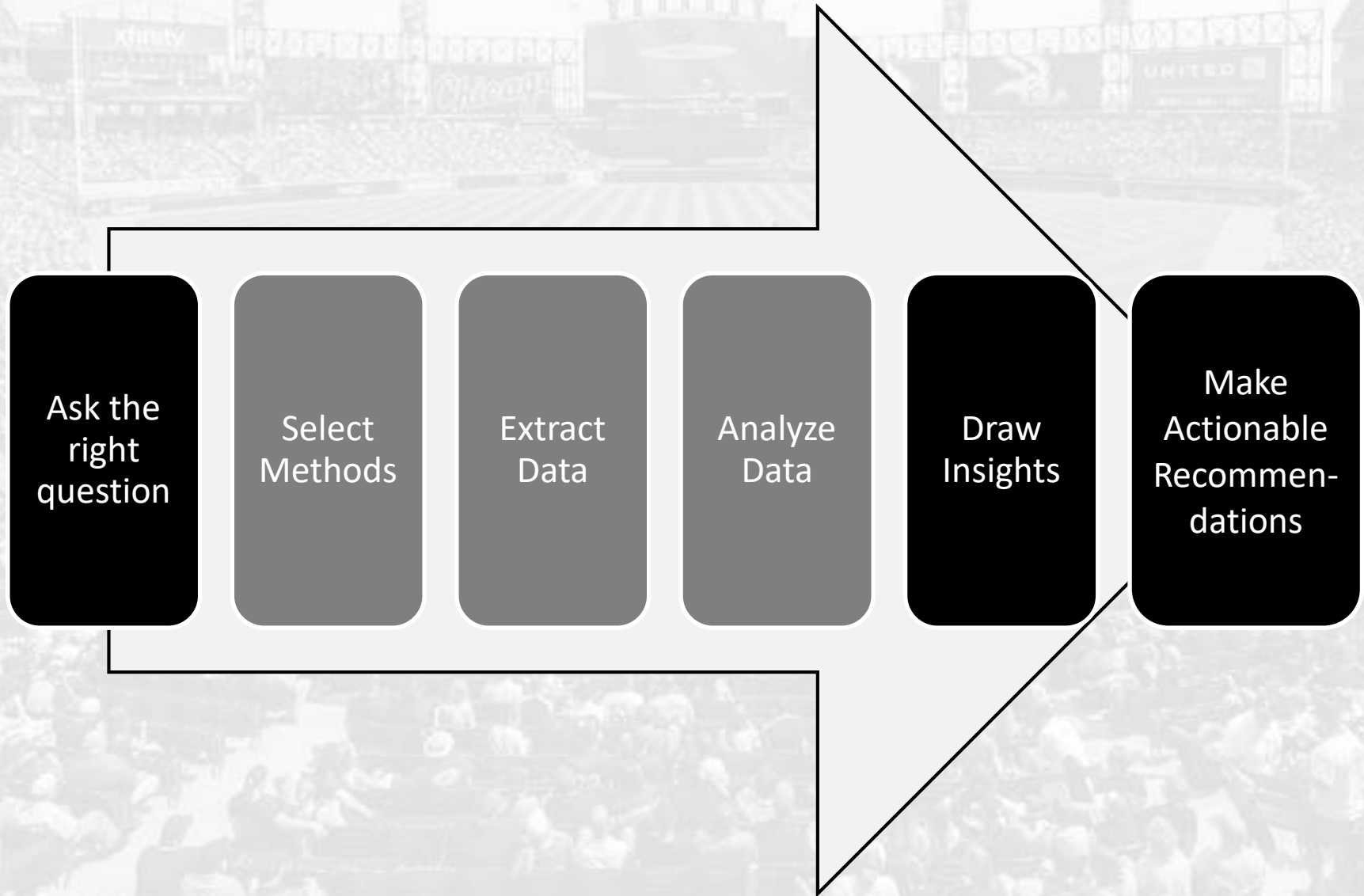


# **MLB.com's Ballpark App: A Case Study**



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# Business Analytics Project Flow



# Guiding Principles

Focus on doing the right work before doing the work right

Right Analytics + Good Intuition = Practical Results

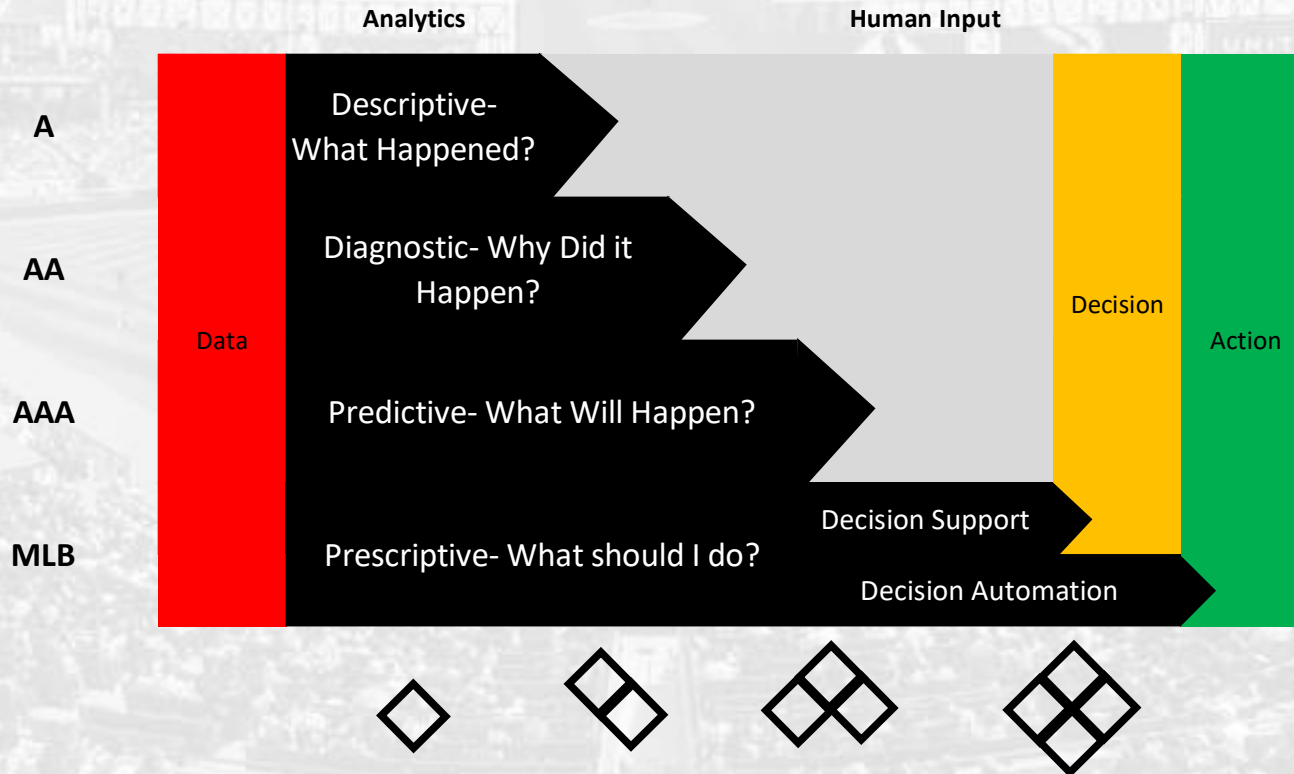
Seek Efficiency – Think automation first vs manual reports

Analysis without action is worthless

What gets measured gets done



# The Business Analytics Continuum



From data to action to results: Just as an MLB player develops and grows from an A ball player to a major leaguer, business analytics develops from a descriptive lens (What happened?) all the way to a prescriptive lens (What should I do?) with the potential for automated decision making/action taking

# Business Analytics Functions/Priorities

## Data/Business Intelligence

## Strategy and Innovation

### Data Foundation

### Software Solutions

### Customer & Market Insights

### Customer Experience

Data Warehouse that is a single version of the truth

Effective master data management

Data architecture that allows for internal and external data source to flow seamlessly and continually grow

De-duping customer databases

Transform from a push system to a pull system where users can access the information they want, when they want it

Scalable BI tool that connects seamlessly with data warehouse

Software solutions must have customer data integrated

Customer insights allow the transition to a customer centric organization

Enriched data allows for segmenting of customers into actionable groups

Segmented groups allow for more effective and efficient marketing

Market insights to enable benchmarking and the ability to better spot trends and shifts in customer preferences

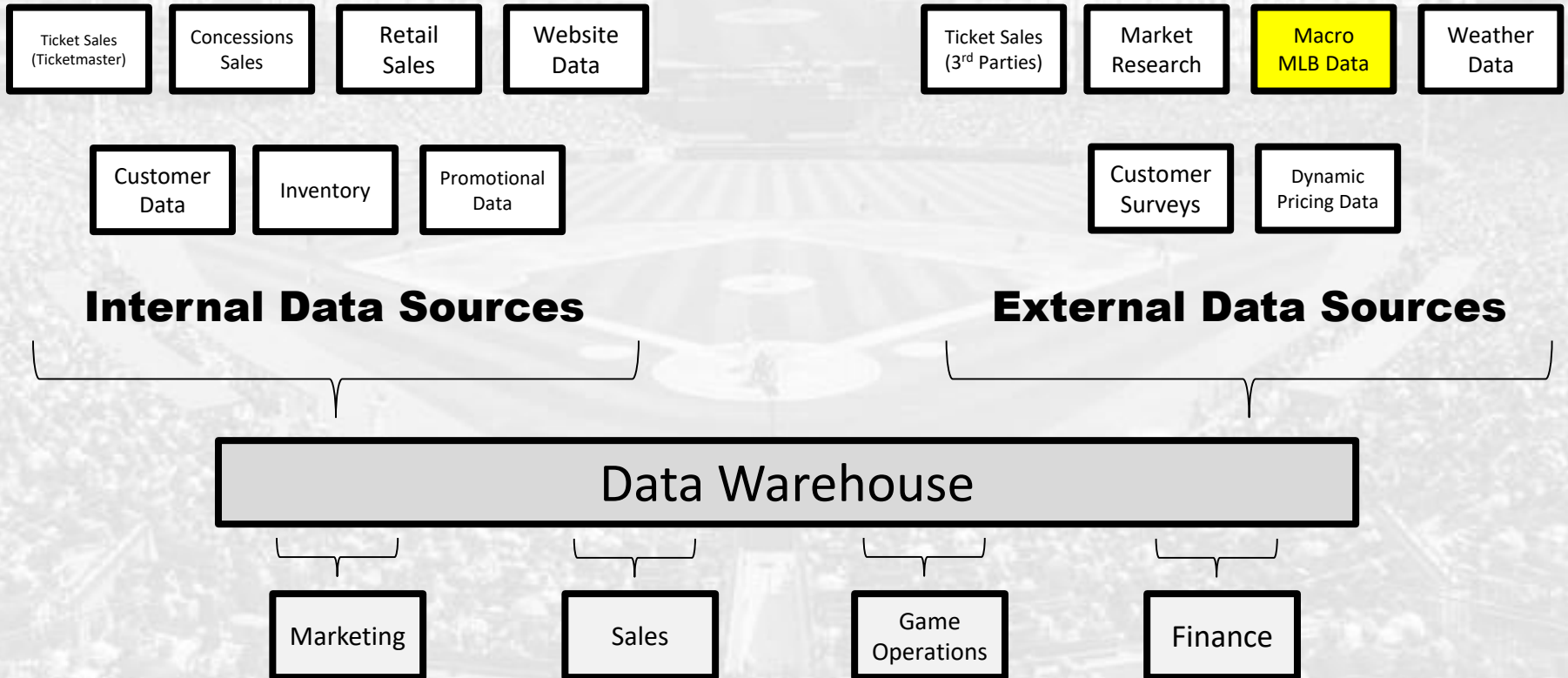
Having the right product in the right place at the right time to enhance the customer experience

Enhance the in-stadium and digital experience to drive profitable sales growth

Provide a memorable experience to drive customer loyalty



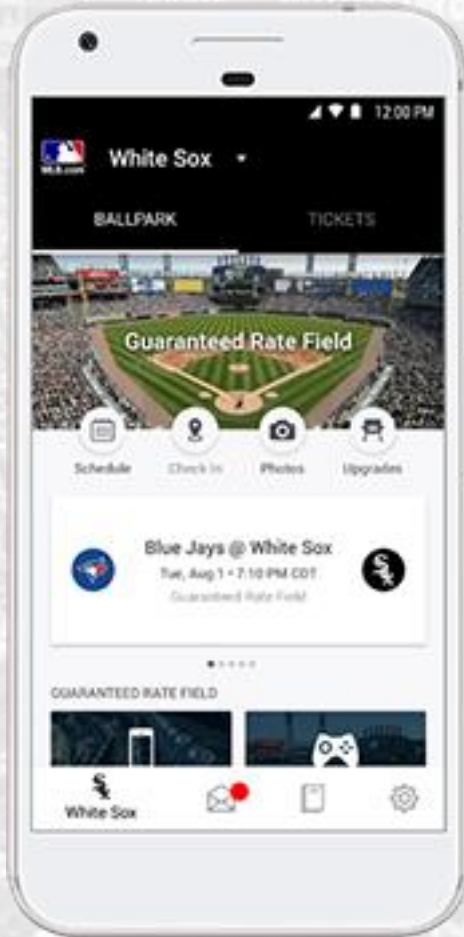
# Data Blending at White Sox



- Effective blending of pertinent internal and external data sources allow the White Sox to make smarter, faster, and customer focused decisions on the business side
- Above chart shows a high level summary of some of the various data sources being used for smarter decision making—will now do a deep dive into MLB data provided via the MLB.com Ballpark App



# MLB.com Ballpark App



MLB’s “one-stop app” for all things at the ballpark.

- 30 sections (one for each MLB park)
- Each team is able to program their section with the content they want and sell sponsorships

## Benefits to fans:

- Digital ticketing
- Information about ballpark, extras and more
- Check-in offers
- NFC/digital wallet integration forthcoming

## Benefits to teams:

- Data acquisition on fans who are not primary market ticket-buyers
- Fan service/creating a premium experience

# Check-in Offers

- Accessed through app using beacon and geo-fencing technology
  - Must be within Guaranteed Rate Field walls to access offers and bonus content
- White Sox have offered a discount or small free item as a daily check-in offer for three seasons
  - Built up to where fans expect something each time they open the app
- Offer free t-shirt (first check-in each season), poster (5<sup>th</sup>) and \$5 gift certificate (10<sup>th</sup>)

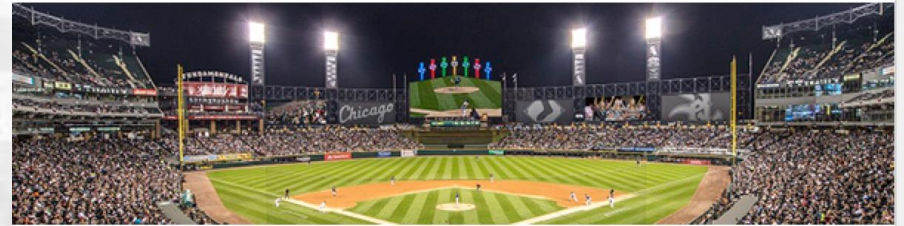
CONGRATULATIONS! You unlocked a ticket discount for select 2017 White Sox home games. Redeem Now »  
September 8, 2017

whitesox.com



## Ballpark Check-in Offer

CONGRATULATIONS! YOU UNLOCKED AN OFFER



**Your Offer: Up to 50% off White Sox Tickets**

Thank you for attending this Chicago White Sox game at Guaranteed Rate Field and for checking-in via the MLB.com Ballpark application. We hope you enjoyed your experience and would like to extend this offer to you as a thank you for your check-in.



CHICAGO WHITE SOX

# Check-in Offer Results

- In three seasons, check-in numbers have gone up 4x, and the White Sox averaged roughly 10% of the ballpark checking in every gameday.
  - CWS ranked #2 in MLB in total check-ins this season despite ranking towards the bottom of league attendance.
  - Fans check in an average of 2.9x per season.
- Redemption numbers for premium items are approximately 45%, with smaller discount offers varying from 30%-15%.
- 52% of all checked-in users were not recorded as attending a game in 2016.
- Sponsorships have been sold for various pieces of the app, including Coca-Cola and Great Clips participating in offers.
  - New inventory created by check-in offers.
- All fans who are not registered whitesox.com email subscribers were issued a one-time survey email with a free ticket voucher to join our mailing list.
  - Regularly add thousands of new emails from these monthly offers.
  - Registered users only account for about 34% of all ballpark app users.



# Questions?

