

Increase fan engagement and revenue using analytics



Business Impact

“Using the data, we’re finding things that we never knew existed before. We now have a 360-degree view of our customers and fans for the first time ever.”

Nick Fulton, Director of the Annual Fund,
Rams Club, University of North Carolina

Challenges

- **New ways to generate revenue.** You need to be able to cross-sell/up-sell fans so they are more engaged – come to more games or watch more on TV, buy more merchandise and concessions at the stadium, or engage with other fans on social media.
- **Backward-looking manual historical reports.** Most athletics directors can’t access up-to-the-minute data and reports – limiting their ability to identify patterns and relationships that lead to smarter, more profitable decisions.
- **Disparate data.** You must quickly aggregate and manage data from different systems and channels to create a holistic approach to develop models that benefit the whole organization.
- **Limited insights.** Without insights into fan engagement, and ticket sales or athlete performance, you can’t accurately predict what is most likely to happen in the future and why.

The Issue

Every athletics team wants deeper insights into athlete recruitment, retention, performance and safety, while increasing fan engagement and revenue over time. But total expenditures for these activities increasingly squeeze the bottom line.

And competition for entertainment dollars is tough (and intensifying) as collegiate sports go head to head with professional sports, movie theaters, theme parks, video games and even Netflix. Winning the battle for fan loyalty is vitally important.

To fund their operations, teams must generate valuable revenue streams from ticket sales, advertising, merchandise and concessions. This is why most athletic organizations have begun collecting data about ticket sales, fans, games, attendance, mobile apps, web browsing, venues and much more. However, they struggle to take this data from disparate sources and make it readily available to the entire organization. To make better decisions, you need analytics to get insights from all this data and to guide future decisions and strategies.

Our Approach

SAS® solutions give college athletics teams deep insights about athletes, games, fans and more. We approach the problem by providing software and services to help you:

- **Create a unified view of your fans, athletes and the entire organization.** Move beyond spreadsheets to access critical data across multiple systems and platforms. Data management and data quality provide accurate, complete and consistent information that’s ready for advanced analytics.
- **Rapidly deploy analytics across your organization.** Quickly create predictive and descriptive models based on data from across the organization for better competitive analysis, more precise player rankings and valuations, valuable insight into recruitment and retention efforts, and increased fan engagement and revenue.
- **Empower users with data visualization and self-service analytics.** Uncover hidden opportunities, identify key relationships and make decisions faster. Self-service analytics and visual data discovery, exploration and visualization make this possible.
- **Deliver communications that are timely and relevant.** Contact fans when and how they prefer to be contacted so your communications are welcome and relevant on their optimal channels. You can then modify your marketing strategies as fan buying and engagement behaviors change.

SAS can provide college athletic programs with a comprehensive analytics solution that includes a range of leading-edge data management, predictive analytics and data visualization capabilities. SAS offers:

- **A single platform for organizationwide analytics and innovation** that was designed specifically to generate insights from data, in any computing environment. SAS provides a unifying platform for reporting, visualization and analysis that gives you quicker time to insights and is easier to scale and maintain.
- **Advanced analytics from a market leader** with more than twice the market share of its closest competitor.
- **Innovative technology with roots in higher education.** SAS has worked with higher education institutions for more than four decades to help them derive insights from their data for more informed decision making.
- **Sports analytics experts** with years of successful experience in working with sports and entertainment industries such as the NBA, Major League Soccer and the NFL. SAS helped them to gain deeper insights into athlete recruitment, retention, performance and safety.

The University of North Carolina - Chapel Hill

Situation

With a longstanding tradition of fan loyalty, the UNC Athletics Department and Rams Club wanted to offer fans and students a more personalized experience that would also maximize revenue streams from ticketing and donations for its 28 sports programs.

Solution

Using SAS marketing solutions, UNC could personalize the sports experience of tens of thousands of fans. With a cloud-based customer intelligence solution, UNC gained a holistic view of its fan base that allows them to get the right message to the right audience in a more relevant way.

Results

As a result, UNC was able to:

- Sell more tickets than in previous years (including 5,000 more season tickets).
- Gain more insights into fan engagement to fuel marketing campaigns and monitor their effectiveness.
- Optimize campaigns and channels that enable UNC to be more personal (and more profitable) by automatically tracking each campaign element.

Increase fan engagement

What if you could nurture fans with personalized communications and promotions to improve response rates and boost revenue?

Achieve a major competitive edge

What if you could identify patterns and relationships in fan data that lead to smarter, more profitable decisions?

Keep players safe and performing at high levels

What if you could determine the risk of injury and low performance in specific conditions?

You can. SAS gives you **THE POWER TO KNOW®**.

SAS Facts

- Our software is installed at more than 83,000 business, government and university sites.
- 96 of the top 100 companies on the 2017 Fortune Global 500® are SAS customers.
- With more than four decades of working in education, SAS software is widely used to run the business of education.

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