

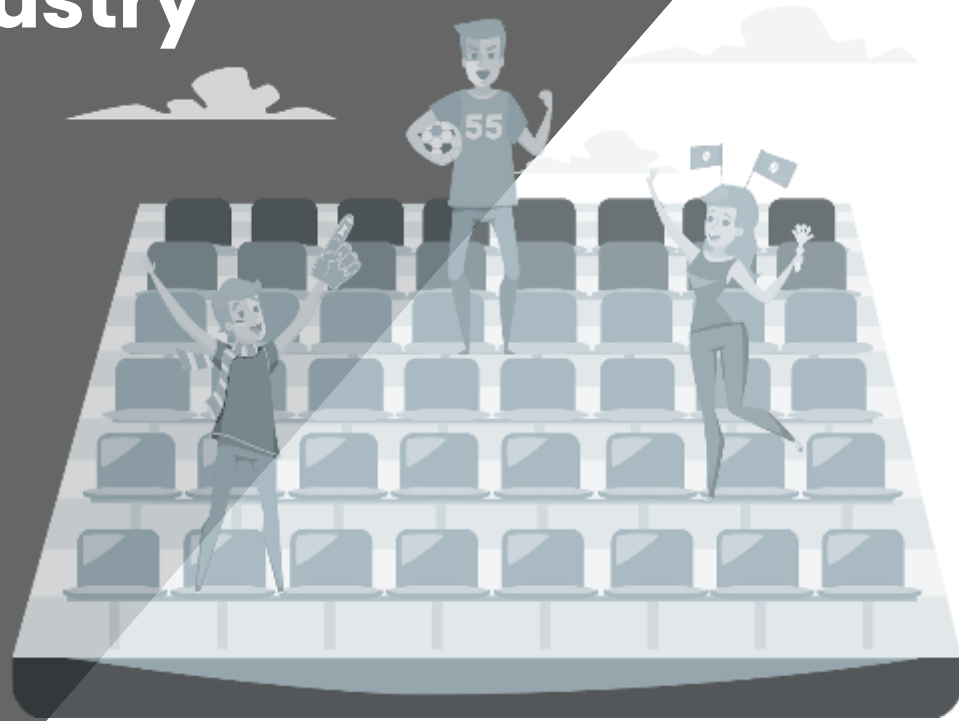
Use Case PАОK FC < -- > Data Talks



datatalks®

Threats in Sports Industry

- **Reduced Profits.** Football showed a net decrease in attendance by 1.5% before the pandemic, while Major League Baseball (MLB) in USA, showed a decrease of 4%.
- **Ability to focus is decreasing.** Internet is changing the way our brains work and now there is a desire to use multiple digital channels simultaneously. Our ability to focus on Sports that last for about 2 hours is decreasing.
- **Less sport participation.** People in EU that never exercise or play sports has increase from 42% in 2009 to 46% in 2018.
- **Supporters want more.** Millennials are willing to share their data in return of personalized experience and offers.
- **Well... Pandemic.**



Absence of CX initiative

Supporters are unconditionally asked to buy season tickets, attend games, buy from the official store and e-commerce, but without giving them any incentive to do so. Furthermore, they interact with the club usually few hours before and after the game.

Supporters tend to move away from the club and engaging is deteriorating. This results to lower numbers in many revenue streams, such as ticket sales, merchandise, and sponsorship retention and new deals.

Getting to know your supporters, who they are, where they come from, what are their preferences and behaviors is impossible without the introduction of a Customer Data Platform in your eco-system.



Absence of CX **Introducing SX** Become a Member Get Ticket Sales Discount Scan your ticket Get personalized SMS In-stadium Purchase More cross-selling opportunity End of match journey

Introducing CX or even better... SX

To engage your supporters and have a 24/7 and 365-days loyalty you need to target them with the right communication to the right time and with personalized content. There is a need for introduction a new level of Customer Experience in the Sports Industry, or what we call... Supporter Experience.

It is important more than ever to create a SX strategy so that you can turn your regular supporters that interact here and there with your club to loyal fans that are engaged with you always and from any place on earth.



Stadium



Tickets



Online Store



ΠΑΟΚ TV

ΠΑΟΚ TV



Physical Store



Mobile App

**When you know
your supporters
you come up with:**



right **offer or message**



to **right supporter**



in **right channel**



at the **right time**

How does the Supporter Experience change with a CDP

Supporter's devotion to the club
and it's values is finally
appreciated.



Birthday email
with a gift.



Your first game in
the season.



Congratulation message for
buying a season ticket
together with a gift.



Discount to bring your
family to the next game.



Anniversary of becoming
a member to the club.

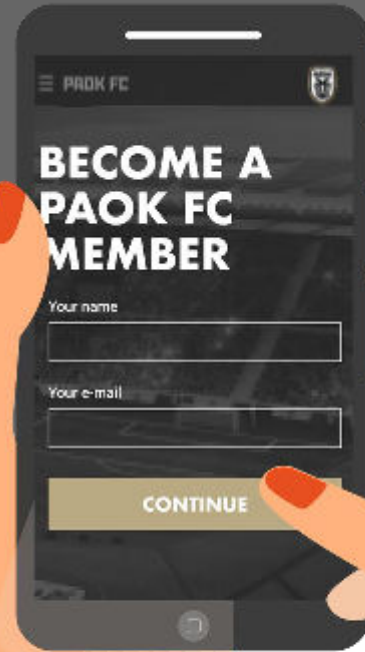


Showing milestones like
congratulations for your
100th game in the stadium.

Become Member

To enroll as a member to a club you should have benefits that a non-member lacks. Perks such as first in the queue on season ticket sales, participating in marketing campaigns, be the first to see exclusive content created by PAOK FC New Media or win lottery prizes should be only few of the incentives that you should experience.

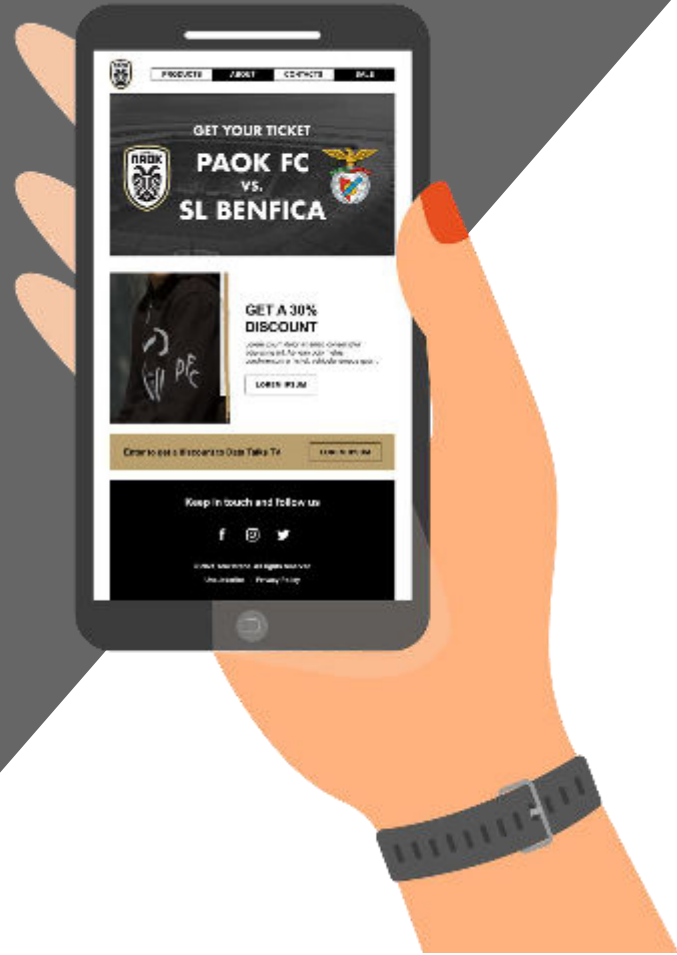
Your goal, here, is to get your supporters to the first stage of the engagement funnel. By getting them to become members you have set up a ground for regular communication and further engagement.



Get Ticket Sales Discount

Due to a 360-degree view of your Supporters, they now get personalized communication, based on their previous buying behavior and preferences and according to their demographics (Age, Gender, proximity to stadium etc).

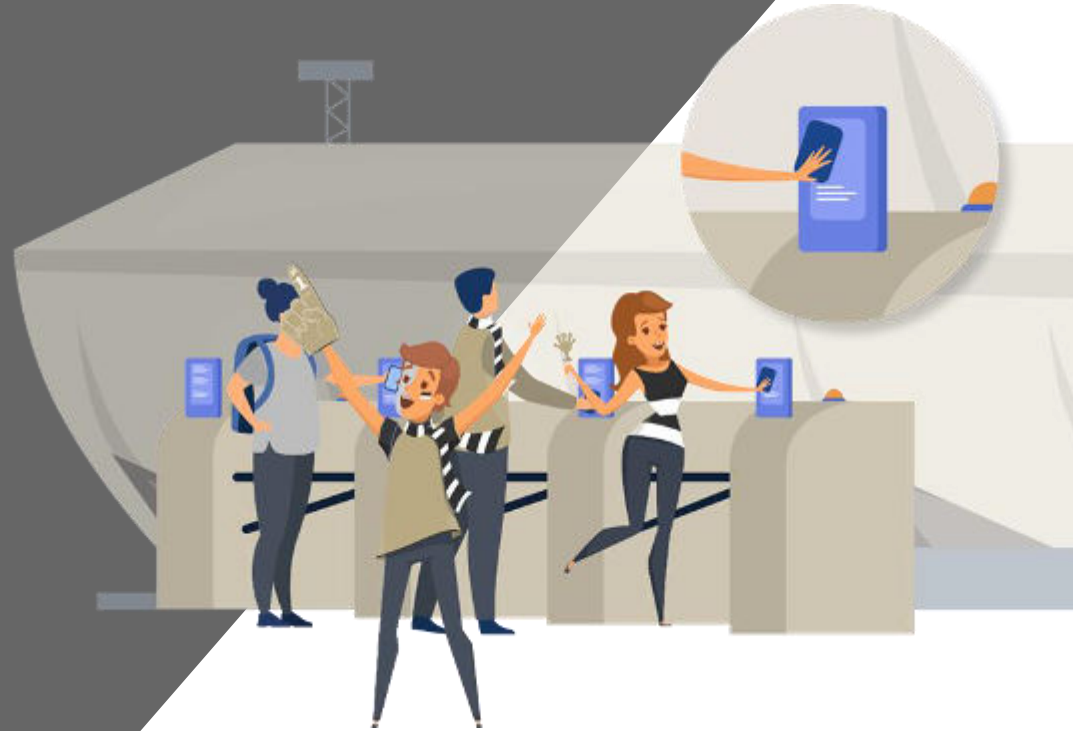
In this use case, Supporter Maria has not bought ticket for the next game yet, and thus she receives a personalized email with a ticket discount for the next game.



Scan your ticket

Supporter can print out or use the mobile app to scan the ticket and enter the stadium. As soon as the barcode is validated the entrance data is ingested in real time.

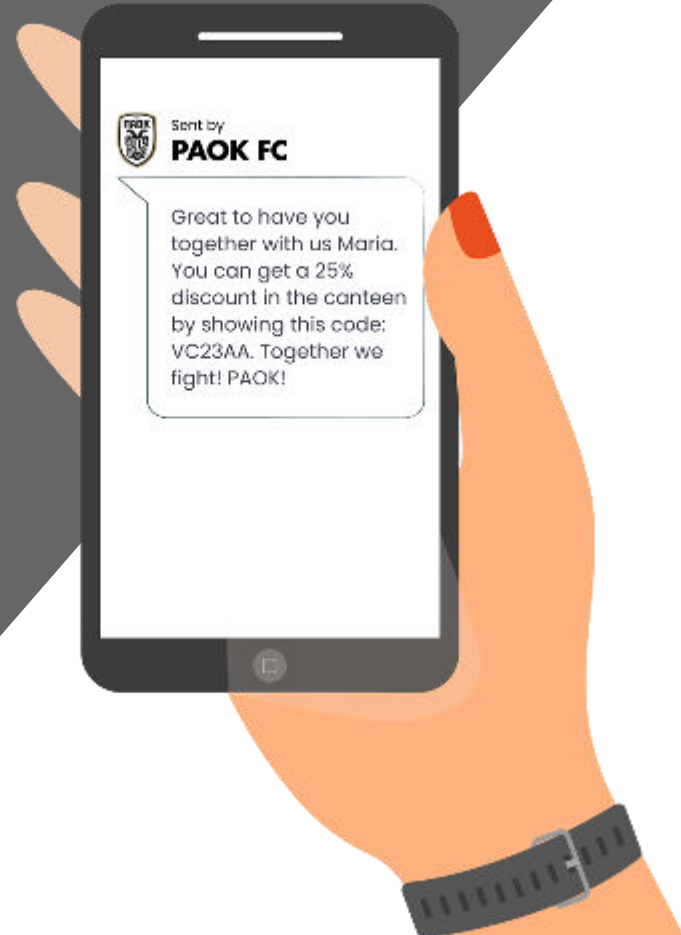
Now you know when the supporter enters the stadium and you can start communicate with them for a potential cross-sell.



Get SMS with a relevant offer

Based on the time that the supporter entered the stadium and according to their historical preferences you can offer them a discount to buy foods & drinks from the stadium canteen.

Providing a relevant offer at the right time with the right product will increase the chances of a cross-sell (ticket + in-stadium purchase).



In-stadium Purchases

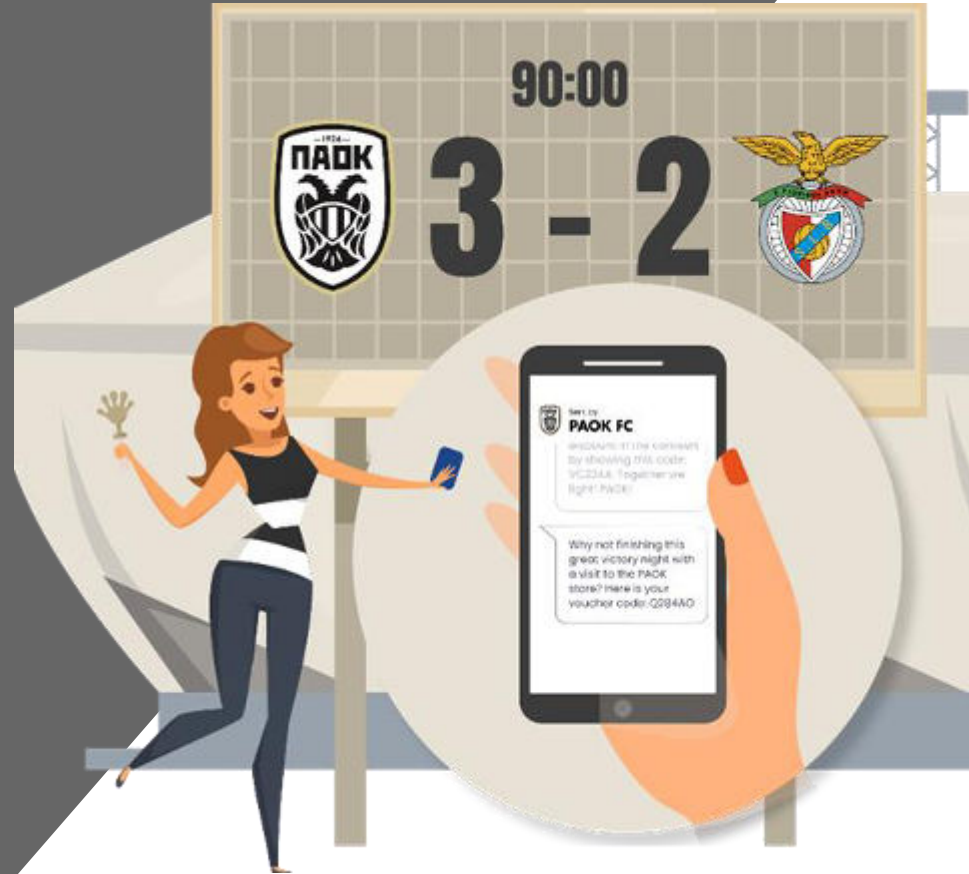
In stadium purchases can be a significant source of revenue. By being relevant on your communication to the supporters you can attract more buyers and increase sales.



More cross-selling

Did the supporter experience a big victory? If so, then perfect timing for some more cross-selling!

After the ticket and in-stadium purchase, it is now time for a visit to the Official Store where the supporter can buy your official products.



Absence of CX Introducing SX Become a Member Get Ticket Sales Discount Scan your ticket Get personalized SMS In-stadium Purchase More cross-selling opportunity **End of match journey**

Purchase from Official Store

Last thing before the supporter ends this particular game's journey is a purchase from the Official Store.



Supporter Journey after CDP

We have now covered a Supporter Journey from the time that the supporter decided to become a member, to getting an email with a ticket offer for the next game, tracking when she enters the stadium, getting SMS to buy from the stadium canteen and also getting SMS for purchasing items from the store before leaving the stadium area.

This is a journey that captures the before, during and after the game engagement with your supporters. Goal is of course to extend this to a 24/7, all year round communication that will increase your supporters' loyalty to the club and turn them into loyal fans!



What's in it for the club?

Fill the stadium
More matchday
revenue



Boost Merch Sales
Increase average
revenue



Boost Sponsorship
Revenue
Know your audience



Reach out to your
Global Audience
and increase OTT
subscriptions

