

Data's coming home.

Empowering football clubs to harvest their fans' loyalty, and take back control with actionable data.



**Discover the
power of your
data. Discover
the value of
your fans.**



The DataTech services sector.

Today, businesses are searching for a solution to help them **empower** their scaled data sets, **build** the right infrastructures to house their data, and ultimately, **achieve** ROI (return on investment) *and* long-term consumer retention.

The two hottest technologies swirling around the industry right now, are **Data Management Platforms** (DMPs) and **Customer Data Platforms** (CDPs). Each promise to safely collect and activate customer data across multiple marketing channels, at any given time or place.

Yet, despite **91% of advertisers** planning to adopt them by the end of 2019, less than **25% of Premier League clubs** have implemented them to date.

Businesses of all shapes and sizes require the support of **DataTech services**: a team of experts who can analyse and implement the right DMP and/or CDP solution for them.

With the help of a **DataTech services solution, industry** sectors – including Gaming, Broadcasters and Telco's – are now at the forefront of the DMP landscape.



In conjunction with a wide array of technology platforms, **Silverbullet** has helped businesses within a multitude of sectors, to successfully use their scale, premium content, quality data, high ratio of logins, and digital assets to generate unapparelled ROI from their marketing activities.

And there's another sector pacing fast behind the Broadcasters and Telco's.

A sector who's **loyal fans have built an empire** for them to own and optimise – an empire packed with scale, premium content, secured logins via multiple devices, assets and products, and long-term partnerships: who'd have thought it – **football teams, strike again.**

LOYAL FANS AT SCALE.

159.9M.

SOCIAL MEDIA FOLLOWERS, BARCELONA FOOTBALL TEAM.

750M.

ESTIMATED MANCHESTER UNITED FANS, GLOBALLY.

CLUB SPEND ATTRIBUTION.

£210M.

TOTTENHAM HOTSPUR 2016 TURNOVER TOTAL
ACCOUNTS.

£140M.

MANCHESTER UNITED TV & MEDIA SPEND.

£116M.

COMMERCIAL ACTIVITY SPEND FOR LIVERPOOL.



The football opportunity.

The current situation:

Football teams are uniquely positioned, acting on both the supply and demand sides of the advertising value chain. Clubs have the opportunity to **empower their fan's** to increase spend with them, accessing TV revenues using content they own.

The challenge:

A concern on the horizon for football teams, is that much of the valuable **fan data** being generated could be lost, or at least not harnessed. With all focus primarily being on social, and not much else, there is huge opportunity to **take back control** through fan data.

The vision:

Football clubs, like all businesses, need a **fluid tech-stack** that allows them to harness, model and grow their fan data.

They have scale; they have content; they have fans logging in across multiple devices in multiple regions; they sell premium products; they nurture long-term relationships; *and* they have the ability to “lock-in” consumers easily.

A data platform will allow football clubs to pull together these individual parts to effectively **engage with their fan base**: offering fans products, services and content they want from the club they love.

It's marketing at an individual fan level - at scale.

That deserves a free kick, surely?

LET'S TAKE A CLOSER LOOK.

2.

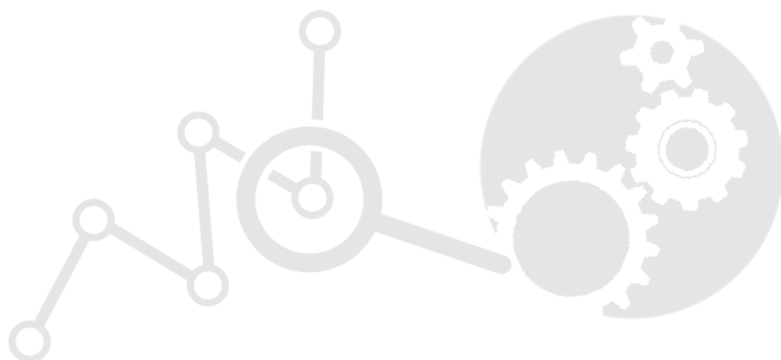
Of those clubs with a DMP, only **two** are using them with football's main marketing communication channel; social. And what's more, not a single football club is using the best DMP technology available for this objective: **dynamic creative optimisation**.

The average number of ad platforms being used by premier league teams, is **6.45**. Specifically, the number of DSPs (**demand-side platforms**) being used is less than 1 – an industry own goal.

6.45.

70%.

70% of clubs are using a **tag management tool**, which allows for rapid deployment of an ad platform. Simply put, if you have them, use them.



DSPs.

7/20.

CLUBS HAVE A DSP.
THE MOST POPULAR PARTNERS ARE APPNEXUS AND ADFORM,
CLOSELY FOLLOWED BY MEDIAMATH.

DSP LEAGUE TABLE		
NO.	DSP PLAYERS	POINTS
1	AppNexus	5
2	Adform	4
3	MediaMath	3

4	Rocket Fuel	2
5	Quantcast	1

SSPs.

2/20.

CLUBS HAVE AN SSP.





TAG MANAGERS.

14/20.

CLUBS USE SOME SORT OF TAG MANAGER.

FACEBOOK CUSTOM
AUDIENCES.

8/20.

HAVE FACEBOOK CUSTOM AUDIENCES
9/10 HAVE A SOCIAL TOOL, MOST COMMON
BEING FACEBOOK CONNECT.


DMP & CDP

4.

CLUBS ARE CURRENTLY
USING A DMP.

0.

CLUBS ARE CURRENTLY
USING A CDP.



**Unlock the
power of your
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Introducing

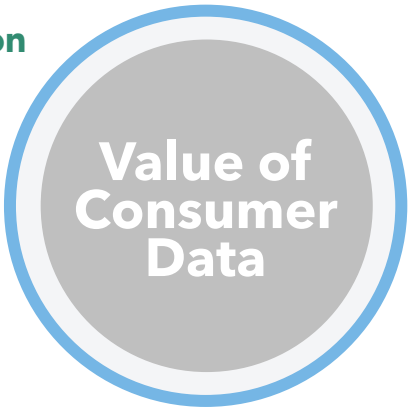
Silverbullet

Silverbullet


www.wearesilverbullet.com

Silverbullet supports businesses in the extraction of value from their consumer data. How?

- Removing data silos from organisations – all company's data, de-duplicated and structured in a single location
- Activating organisations unique data sets to power online marketing campaigns
- Overlaying 1st, 2nd and 3rd party data sets easily to ensure the right message is delivered to the right user at the right time
- Growing client base by targeting those users who share the same data profile as key customers.




We see and hear the lack of confidence clients have around how they can utilise their consumer data in the most effective way. We want to change that.
At Silverbullet, we deliver client success in three core areas:



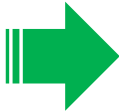
Empower

Data Ecosystem
Exploration
Data Health Check
Data Roadmap Planning



Build

Data Platform
Deployments
Internal/External
Platform Integrations
Change Management



Achieve

Strategic Services
Data Monetisation
Customer Journey
Optimisation



£500K.

MORE SPEND FOR SILVERBULLET CLIENT DURING WORLD CUP 1ST CAMPAIGN.

50%.

UPLIFT IN UER INTERACTION DURING THE WORLD CUP.

Who are we?

At Silverbullet we have hand-picked vertical tech experts and industry thought leaders from all the major DMPs and Marketing Clouds, to create the 'Best-in-class', tech agnostic, consulting firm.

Silverbullet & Football:

Along with a few football fans within our global team, Silverbullet are working with football clubs across the globe to help them realise their full potential. With extensive experience setting up DMP's for business of all shapes and sizes, and managing the deployment of a DMP for a core client during the World Cup, - we know our stuff.

Proven results.

"Silverbullet worked with The Economist to help them align their pools of data for optimising ad sales revenue.

The Economist has multiple sources of data and technology platforms in place but knew there was so much more potential to gain.

Silverbullet helped the business align its goals, build the correct infrastructures for activating CDP data in their preferred execution channels via the DMP, as well as providing the tools to monetise their ad inventory further by using audience data to power header bidding campaigns."

**The
Economist**



Thank you.

Written by Silverbullet.