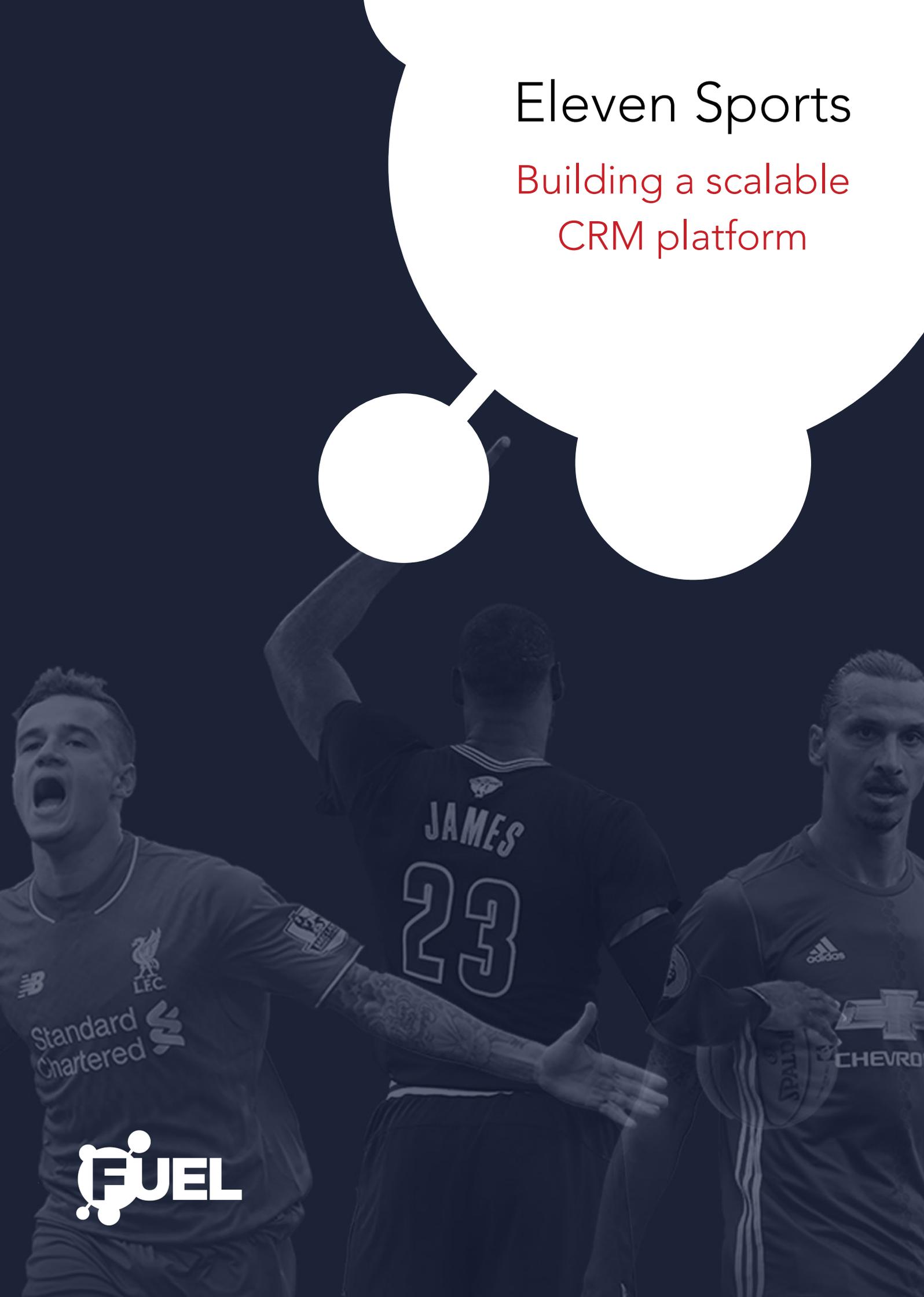


Eleven Sports

Building a scalable
CRM platform



Eleven Sports' Challenge

“Engaging audiences with the right content, at the right time, to tap into the excitement of live sporting events.”

54%

of millennials live stream sport¹

31%

increase in people watching the EPL online

The Context

As a global sports provider with OTT services across Europe and Asia, engaging audiences with the right content, at the right time, is key to growing and retaining Eleven Sports' subscriber base.

Why is that so important in this market? It hinges around the 'Live' factor.

Live sport is appointment to view, rather than on demand, which makes reaching customers at the right time crucial. Couple this with the increasing number of devices and formats in which sports content can be consumed, and it brings the need for real-time, triggered communications into sharper focus.

For Eleven Sports, having a platform that enables them to engage audiences with their most exciting content across multiple channels, and tap into the excitement of live events, is crucial to its ongoing success.

¹ Digiday, *The State of Live Streaming in Sports* (September 2017)

² Business Insider, *The Premier League Viewership dip* (June 2017)

The Fuel approach

The Challenge

Eleven Sports approached Fuel with a simple task: build a new CRM platform capable of ingesting multiple data sets into one Single Customer View, which could then be used as a platform for personalised, timely communications at scale.

What's more, with Eleven Sports continuing to expand, our solution had to be scalable and user-friendly in the various markets, whilst maintaining an element of central control.

The Fuel approach

Fuel is technology agnostic. This means we choose the technology stack for our clients that best suits their business objectives. For Eleven Sports, this meant it had to be three things: scalable, flexible and accessible.

The platform is built around the Single Customer View (SCV), built in SQL. To make it accessible across multiple global markets, we integrated Apteco FastStats. FastStats enables in-region marketers to both track the performance of campaigns and pull the customer-level insight required to optimise them, be it transactional or behavioural.

Naturally, automation played a key role in the build. We decided on Adestra as the Email Service Provider (ESP), and integrated this with FastStats to provide campaign insight, selection and execution capabilities. This platform is designed to be extended into new territories as and when required.

SCALABLE

FLEXIBLE

ACCESSIBLE

The Results

11%

Conversion
increase

1.6m

app
notifications
sent

1.2m

emails sent

"Fuel has become our database and CRM partner, delivering an SCV database that provides insight and enables us to engage with our viewers like never before, forming the foundation for our continued growth as a business".

Paul Brierley, Global CRM Manager

The Results

The platform is now being used across multiple global markets, allowing Eleven Sports to utilise email and app push notifications to engage subscribers at the right time, with the right content.

Initial analysis has shown an 11% increase in conversion (from registering to subscribing) in those who engaged with email communications.

So far, 1.2m emails have been sent via the new platform, along with 1.6m app push notifications.



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About Fuel

Fuel is a marketing data and analytics agency. We believe those brands that thrive in the ever-changing future will be those that harness the combined power of data, analytics, technology and communication. We specialise in harnessing customer data to power profitable growth.

We pride ourselves on providing CRM expertise to some of the world's leading brands, including Lexus, E.ON and Domino's. We are the only data agency to have won Gold at the IPA Effectiveness Awards, the DMA Awards and the Marketing Week Data Strategy Awards.

Fuel is part of the Engine Group, the UK's largest independent marketing communications agency, providing a full breadth of marketing services covering advertising, social media, sponsorship, marketing, data, public relations and brand consultancy. We have 13 agencies in the group who between them work with one in five of the UK's top 100 marketing spenders.

