



United Soccer League

# PUTTING YOUR DATA TO WORK

Presented by: Sam Schuler (USL), Adam Satz (USL), Erin Johnston (FanThreeSixty)





# 2020 IMPROVEMENTS

## **TIMING**

Kickoffs

75% - On Time

59% - in 2019

## **MINIMUM STANDARDS**

## **CLUB TO CLUB RELATIONSHIPS**

Weekly Meetings During  
Hiatus

Collaborative Projects  
Higher Ratings for Liaisons

## **FIELD QUALITY**

Highest Remarks in  
Recent History

# OKAY....SO WHAT DO I DO WITH ALL THIS DATA?

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The image is a collage of mathematical content overlaid on a background image of a woman's face. The content is organized into several sections:

- Top Left:** A circle with radius  $r$ . Formulas:  $A = \pi r^2$  and  $C = 2\pi r$ .
- Top Center:** A cone with height  $h$  and radius  $r$ . Formula:  $V = \frac{1}{3} \pi r^2 h$ .
- Top Right:** A cylinder with radius  $r$  and height  $h$ . Formula:  $V = \pi r^2 h$ .
- Bottom Left:** A table of trigonometric values for 30°, 45°, and 60°:

	30°	45°	60°
sin	$\frac{1}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{\sqrt{3}}{2}$
cos	$\frac{\sqrt{3}}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{1}{2}$
tan	$\frac{\sqrt{3}}{3}$	1	$\sqrt{3}$

Below the table is a right-angled triangle with angles 30°, 60°, and 90°. The sides are labeled  $x$ ,  $x\sqrt{3}$ , and  $2x$ .
- Bottom Center:** A graph of the tangent function  $\tan(\theta)$  versus  $\theta/\text{rad}$ . The y-axis ranges from -5 to 10, and the x-axis ranges from -5 to 5. Vertical asymptotes are shown at  $\theta = \pm \frac{\pi}{2}$ . To the left of the graph are several integral formulas:
  - $\int \sin x dx = -\cos x + C$
  - $\int \frac{dx}{\cos^2 x} = \tan x + C$
  - $\int \tan x dx = -\ln|\cos x| + C$
  - $\int \frac{dx}{\sin x} = \ln\left|\frac{x}{2}\right| + C$
  - $\int \frac{dx}{a^2 + x^2} = \frac{1}{a} \arctan\left(\frac{x}{a}\right) + C$
  - $\int \frac{dx}{x} = \ln|x| + C$
- Bottom Right:** The quadratic formula:  $ax^2 + bx + c = 0$ ,  $a(x^2 + \frac{b}{a}x + \frac{c}{a}) = 0$ ,  $x^2 + 2\frac{b}{2a}x + (\frac{b}{2a})^2 - (\frac{b}{2a})^2 + \frac{c}{a} = 0$ , and  $(x + \frac{b}{2a})^2 - \frac{b^2 - 4ac}{4a^2} = 0$ .

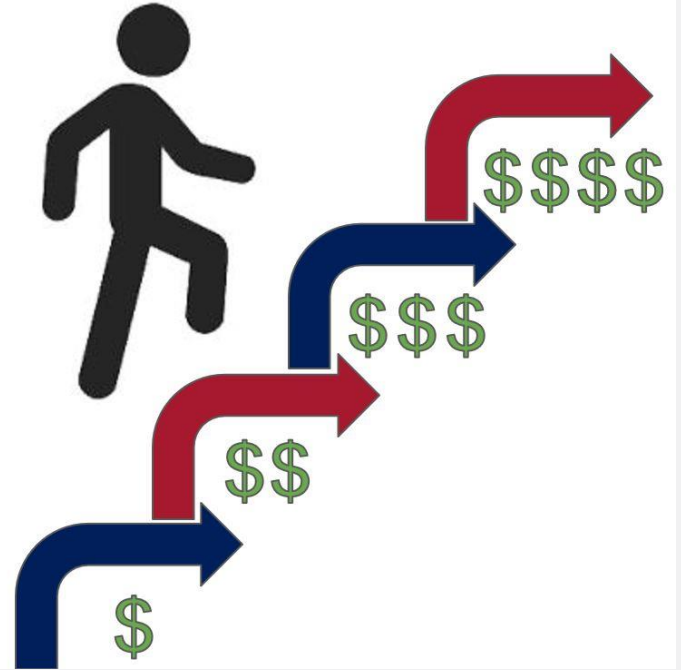
# TARGETED FAN COMMUNICATIONS

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Segmented fan communications help drive:





- Improved Fan Engagement
- Data Collection
- Revenue
- Increased Fan Value




# WHAT DO TARGETED COMMUNICATIONS LOOK LIKE?

 **Hi, Sam**  
Customer since 2013


Recommendations for you


 Your Orders	 Patio, Lawn & Garden
 Home & Kitchen	 Health & Household

11:36

 **Reddit**  
To: Sam Schuler > Thursday

**[FA Spokesperson] Edinson Cavani has been suspended for three games, fined £100,000 and must complete face-to-face education after admitting a charge for a breach of FA Rule E3 in relation to a socia...**

 reddit



11:31

**Tweet**

 **University of Minnesota Boot Camps** ...  
@UofMBootCamp

Begin a Data Analytics Career: Learn Online in 24 Weeks [bit.ly/3nphAx6](https://bit.ly/3nphAx6)

 UNIVERSITY OF MINNESOTA  
Driven to Discover

**Learn Data Analytics**



7,052 views


1:52 PM · 12/14/20 · Twitter for Advertisers


Tweet your reply

11:31

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**NETFLIX** Home TV Shows Movies New & Popular

**Hidden Gems For You**

 **MIDNIGHT DINER**

 **BETTER CALL SAUL**  
AMC



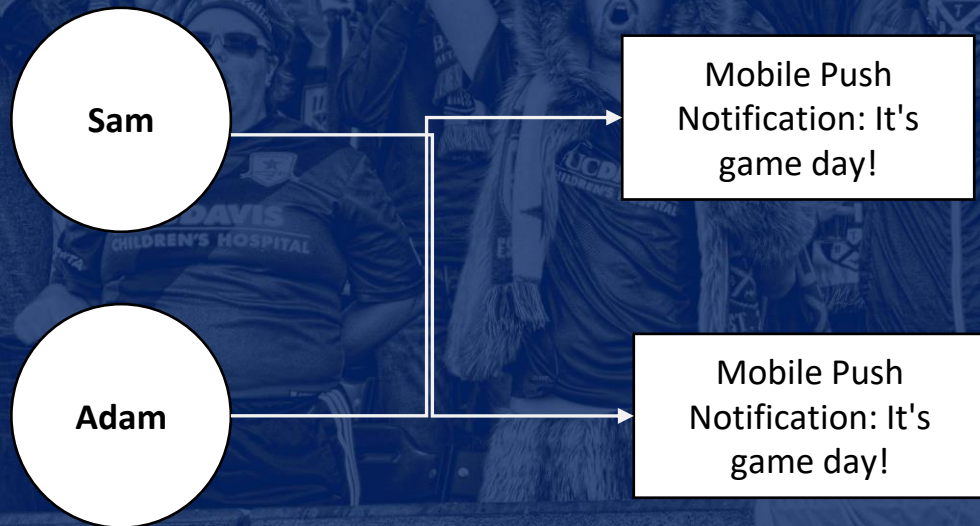
# SEGMENTED COMMUNICATIONS IN THE USL

The more data you have on each fan, the more you can customize your communications. Each new data source and layer of data you bring in provides valuable information that can lead to you putting the right message in front of the right fan.

# Mobile

What we know: Sam is a **moderately engaged app user.**

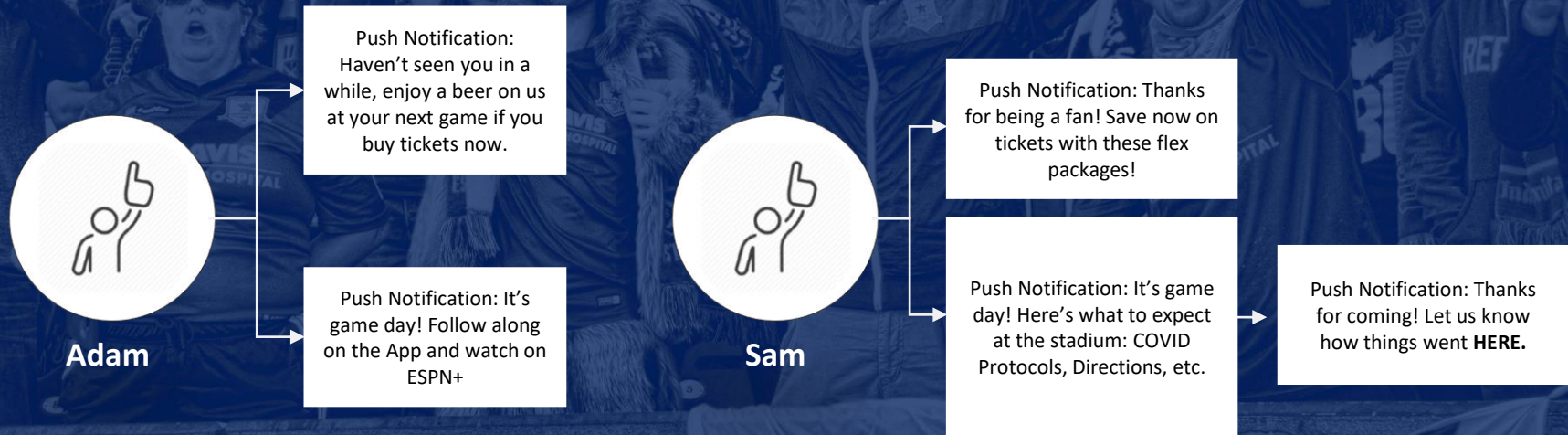
Adam is a **low engaged app user.**



# Mobile x Ticketing

What we know: Sam is a **moderately engaged app user**, **Multi Game Single Ticket Buyer**, and has tickets for the upcoming match.

Adam is a **low engaged app user**, **lapsed buyer**, not attending upcoming match.



# Mobile x Ticketing x Email

What we know: Sam is a **moderately engaged app user**, **Multi Game Single Ticket Buyer**, and has tickets for the upcoming Match, and opens all club emails

Adam is a **highly engaged app user**, and **lapsed buyer**, and has opened all club emails.



Adam

Push Notification: Haven't seen you in a while, enjoy a beer on us at your next game if you buy tickets now.

Push Notification: It's game day! Follow along on the App and watch on ESPN+

Email: Haven't seen you in a while, claim your free beer on the mobile app now!



Sam

Email: Looking to up your game day experience? Make sure to follow along on the app for the latest info, exclusive discounts and prizes!

Email: Free drink anyone? We're going digital! Enter using your digital ticket on the app and we'll give you a beverage coupon!

Push Notification: Thanks for being a fan! Save now on tickets with these flex packages!

Push Notification: It's game day! Here's what to expect at the stadium: COVID Protocols, Directions, etc.

Push Notification: Thanks for coming! Let us know how things went **HERE**.



# HOW USL CAN HELP

Template out targeted communications throughout the year by:

- Identify Target Audiences
  - Identify 3-5 key groups to target with custom messaging throughout the year.
    - Ex: Single Game Buyers, Group Buyers, Season Ticket Members
  - USL will assist in creating dynamic audiences within the FTS platform.
- Template out scheduled messaging
  - Once we have the audiences created, customize the messaging.
  - From there, USL will help schedule messaging to auto send to users throughout the year based on what Target Audience they fall into.
    - Ex: Anytime a fan upgrades to a multi-game package auto send a thank you and 10% off team store code.

# GUEST PANELIST



**Erin Johnston**

Client Success Lead

*FanThreeSixty*