SSB DATA APPENDS

TARGET AND SEGMENT PRECISELY WITH A DEEPER UNDERSTANDING OF YOUR CUSTOMERS

With SSB data appends you can more deeply understand your customers by combining the customer data within your Central Intelligence data warehouse with third party information ranging from standard demographics to interest and donor affinity.

SSB is the only data management and analytics provider to offer exclusive access to sports attributes including attendance, ticket purchase and participation information.

FEATURES

ENHANCE YOUR EXISTING DATA WITH ADDITIONAL DEMOGRAPHIC, AFFINITY AND LIFESTYLE INFORMATION

95% OR HIGHER DATA MATCHBACK RATE

APPENDED DATA LIVES IN YOUR INSTANCE OF CENTRAL INTELLIGENCE

SEAMLESS INTEGRATION OF DATA APPENDS TO CI'S PREDICTIVE ANALYTICS AND SEGMENTATION PRODUCTS

DRIVE INCREMENTAL REVENUE THROUGH SSB'S DATA MODELS TO FIND LOOK-A-LIKE AUDIENCES AND UNDERSTAND BEHAVIORAL AND DEMOGRAPHIC TENDENCIES

GAIN COMPLETE ACCESS TO THE POWER OF PREDICTIVE ANALYTICS THROUGH SSB

ATTRIBUTES

Over 65 attributes included in the standard package plus access to exclusive sports attributes related to the demographics in your database.

STANDARD ATTRIBUTES INCLUDE

- Standard demographic information - gender, household income, location and occupation
- Interests and behaviors
- Donor affinity
- Social statistics
- House and vehicle information

SPORTS ATTRIBUTES INCLUDE

- Ticket purchase
- Attendance across major leagues
- Travel data

UNLOCK SSB DATA APPENDS AND GAIN ACCESS TO EXCLUSIVE THIRD PARTY SPORTS DATA ATTRIBUTES

ABOUT SSB

SSB empowers sports and education organizations worldwide with superior technology and deep industry expertise that transforms customer data and delivers quantifiable business solutions. Central Intelligence, our cloud-based customer and operational data management platform, enables clients to make educated actionable decisions that are unmatched by any other method.
With Discovery, our CRM specifically designed for sports businesses, clients can drive revenue generation to new levels.

www.ssbinfo.com