

## TRANSFORM YOUR FAN ENGAGEMENT AND OPERATIONAL STRATEGY WITH SSB ANALYTICS

Analytics provides the most impact when driven by a clean data foundation. SSB Analytics takes the Central Intelligence master data management platform to the next level, empowering our clients to maximize business performance and get real results from the customer data platform. With 30 years of experience and over 100 clients in sports and education, SSB's core product, Central Intelligence, provides unified customer profiles, accurate metrics, strategic insights and operational visibility for one complete, consistent and current view of every fan.

# THE MOST POWERFUL ANALYTICS PLATFORM FOR SPORTS, ENTERTAINMENT & EDUCATION



## STANDARD IMPLEMENTATION

Quickly and easily visualize your data across sources you already use. Marketing, CRM, ticketing, concessions and merchandise come standard with SSB Analytics.



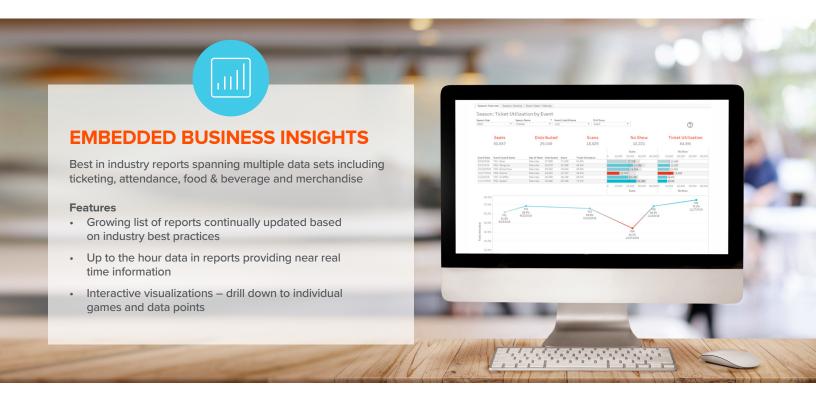
### **FREQUENTLY UPDATED**

Visualizations adjust based on changing technical and market landscapes automatically – no coding or additional head count needed!



## A TRUE FULL FAN EXPERIENCE

Get the full picture of the experience your fans are having. SSB offers operational management visualizations for what is happening at the stadium and in near real time.







# **SSB ANALYTICS**





## **PREDICTIVE ANALYTICS**

The most informed fan score available to the sports market

#### **Features**

- · Identify new, high value leads regularly
- · Model runs continuously as your data updates
- Scores integrate into downstream systems like CRM and marketing tools
- SSB Predictive Model built on clean data foundation
- Input from multiple sources leads to more informed model of customers



- Adam Heintz, Monumental Sports



## **CLIENT VISUALIZATION GALLERY**

Best practice visualizations at your fingertips

## **Features**

- Gallery of reports showcasing best practice visualizations across sports, entertainment & education
- 100s of unique dashboards available model your reporting after these or build custom for your needs
- See best practice visualizations for sell out strategies, secondary ticket sales, concessions, executive views and more



#### **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.





