



SSB ANALYTICS

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.



EMBEDDED BUSINESS INSIGHTS

Best in industry reports spanning multiple data sets including ticketing, attendance, food & beverage and merchandise

Features

- Growing list of reports continually updated based on industry best practices
- Up to the hour data in reports providing near real time information
- Interactive visualizations – drill down to individual games and data points



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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



PREDICTIVE
ANALYTICS
SCORES IN CRM

“ We have a tremendous amount of data in the warehouse and the goal is to make it actionable. It is imperative to point to a report and give fact-based specifics when making strategic recommendations. For example, when we acquire 5,000 new emails through a promotion, our goal is to align those new names with the appropriate sales resource predicting future behavior from historical data. ”

– 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.