

Sales Materials

Presentations | One-Pagers

2023–2025

Before

Unclear, inconsistent, busy

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TORONTO RAPTORS x PIZZA PIZZA +

Drive In-Store Purchase

Fan favourite competition - evolved from physical to digital

Aim to surprise and delight fans and drive in store to redeem the offer

Through driving fans in app, made the whole activation trackable and allowed client to maintain control over redemption

20K+ ENTRIES

600% PURCHASE PRICE LIFT

TORONTO RAPTORS

PIZZA PIZZA

Score a Slice

pepperoni or cheese pizza the following day with the purchase of any slice!

First Name *

Lenny

Last Name *

Goh

Email *

lennygoh@me.com

CONTINUE

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ARIZONA CARDINALS x GILA RIVER +

Building Addressable Audiences Authentically

Gila River wanted to build their addressable audience and drive foot traffic to their casino properties.

2000+ ENGAGEMENT PER DAY

12.5% REDEMPTION RATE

82% WINNERS STAYED TO PLAY

7% FIRST TIME CASINO VISITORS

Arizona Cardinals

GAME DAY GIVEAWAY

Email *

support@tradablebits.com

Confirm email *

support@tradablebits.com

Phone *

Zip Code *

AutoFill Contact

Done

Keyboard

FREMANTLE NEW DATA GOAL

Exclusions audiences to find net new fans

Fremantle Dockers used paid & targeted social media advertising to reach fans that weren't in their database to find new fans & generate membership leads. Using a basic form, Fremantle were able to use exclusion audiences and target new fans only to generate the new data.

2.5K ENTRIES

98% OPT IN RATE

85% NEW DATA

1,700+ M'SHIP LEADS

Fremantle Dockers

ENTER & WIN

Are you currently a Fremantle Dockers member? *

Yes

No

Would you like to become a Fremantle Dockers member? *

Yes

No

If yes, what type of membership would you be interested in? (leave blank if current member)

Select One

Key Qualifying fields to create lead segments

What is Tradable Bits?

We help music and sports brands know their fans so they can market smarter.

We built our platform to create personalized fan experiences

Collect, analyze and activate their fan data at scale, tracking every step of the fan journey

Integrate with some of the largest fan data companies to provide hyper-targeted marketing automation

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Liam Deighton

Today

Focus on clarity, impact, simplicity

FAN MARKETING WORKSHOPS

CDP & REVENUE GENERATION

CDP & REVENUE GENERATION

STRATEGIES & BEST PRACTICES

Sponsorship That Sells

From Exposure to Conversion

Tradable Bits transforms fan engagement into measurable sales with NBA teams driving up to 17% purchase conversion rates from campaign-acquired fans.

Blazers	17.4%
Bucks	14.4%
Mavs	7.7%
Thunder	9.6%

Avg. Purchase Conversion Rate Across NBA Partners

BUSINESS OUTCOMES

02

KEY FEATURES

KEY FEATURES

GETTING THE MOST OUT OF YOUR SUBSCRIPTION

Case Studies & Examples

Broadcast Engagement | Netball New Zealand

From passive to active. To increase fan engagement and uncover previously unknown broadcast viewers, Netball NZ teamed up with their broadcast partners at Sky Sports to bring a once passive game tradition to life.

Their "Fans' Player of the Match" campaign was a seamless way to both engage fans watching from home while uncovering insights and first-party data on an otherwise unknown segment of fans.

1,885x

Engagement Increase

47

Total Games

2k+

Avg. Entries

Campaign Type

Vote

Liam Deighton

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Table of Contents.

2020 at a Glance:	4
Transformation of Physical Assets:	5
Activate All Year Round	
First-Party Data	
The Move From Physical to Digital	6
Why The Move	
Long-Term Opportunities	
New Partnership Avenues: Second Screen Experiences	
A Holistic Approach	11
Understand your Fans	
Find "Brand-Fit"	
Build Sustained Partnerships	
Conclusion:	15

Today

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SHOWCASE: ACTVATING SPONSORSHIPS

Finding new ways to deliver sponsorships to your fans is an ongoing challenge. With our suite of over 40+ digital fan engagements your team can unlock endless ways to execute.

With Tradable Bits you're able to create unique engagements in minutes that are fully actionable since they're directly connected to our FanCRM.

Activate with confidence knowing you can back up your concepts with real fan data.



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INDUSTRY CHALLENGES

WHO ARE YOUR TRUE FANS?

Fans will bring **2.3x** friends on average to see the game with them.

This means a large portion of your stadium is filled with 'anonymous fans', making it difficult to understand and engage with your fanbase.

2.3X

anonymous fans per known ticket buyer

HOW DO YOU PINPOINT THE RIGHT DATA?

Anonymous demographic and engagement data not only overwhelms, but can make marketers lose sight of the actual fans that interact with your team.

It's also difficult to make sense of and present this data to sponsors.

Finding a way to **unite data across platforms and distill it into actionable insights** can be the difference between a successful campaign and a shot in the dark.

WHAT IS TRADABLE BITS?

Teams understand the importance of data, but most struggle to put it to work.

We make the mess your strength with a suite of tools tailor-made for the sports & live events industry.

Centralize multiple fan touchpoints with a platform that helps you reach fans more efficiently, while uncovering opportunities for the future.

90m

Unique Fan Profiles Collected

\$2.5b

In Partner Revenue to date

32x

Average Partner ROAs

WE HELP BRANDS

Expand your digital inventory with over 50 no-code fan engagement campaigns that help you sell more to sponsors.

Whether it's in-venue or at home, our library of digital engagements add a layer of sophistication to any marketing initiative.

50+

No Code Digital Engagements

60+

Direct Integrations



WHICH FORD ARE YOU?

ENGAGEMENT

ATTRIBUTION

SEGMENTATION

ROI

RE-TARGETING

WE DRIVE REVENUE

Go beyond engagement with a suite of tools made to help you track fan journeys and uncover strategic revenue opportunities.

Last season, NHL teams using Tradable Bits made on average **\$4 million dollars in additional revenue** from new fans identified and engaged using our tech.

WE CRAFT DECISION MAKING

Grow your fanbase with first-party insights and data-backed decisions based on our **Single Fan View** and **5 Star Fan** algorithm.

Every fanbase is unique, and we're here to make sure your fan engagement is too.



Brittney James
NHL/ESPN.com
Boston, MA
2009

★★★★★

Favourite Player

Activity

Purchases

Connected Friends

Activity

Tags

Activity

POWERING YOUR FANDOM

At Tradable Bits, we're fans first and foremost. We understand that at the core of fandom is connection. Authentic experiences that bring us to closer to the teams and players we love. That's why we love what we do, and we think you will too.



Want to see it in action? Check out our blog

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Liam Deighton