

Sales Materials

Presentations | One-Pagers

Before

Unclear, inconsistent, busy

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**

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**

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**

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

**Liam
Deighton**

Today

Focus on clarity, impact, simplicity

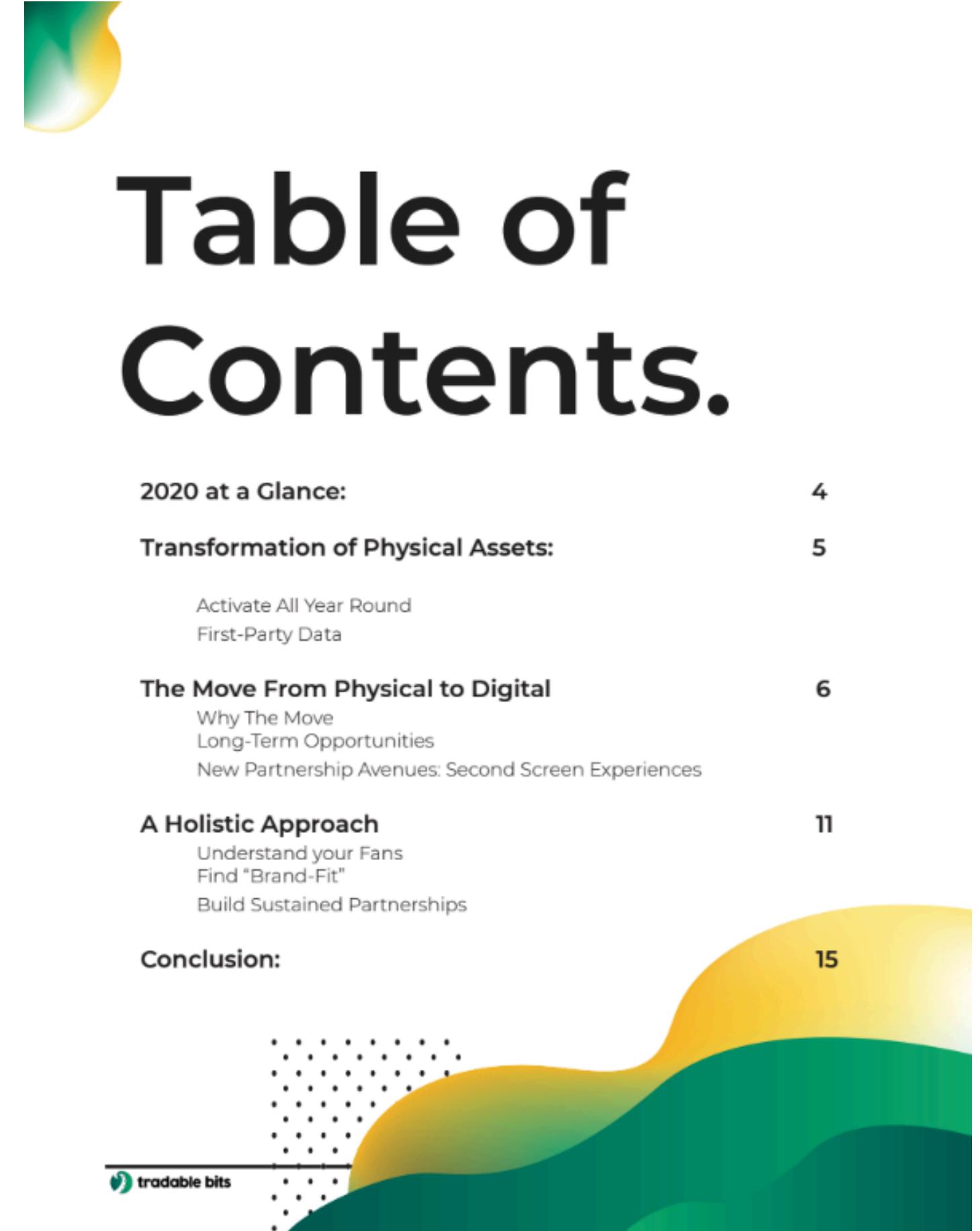
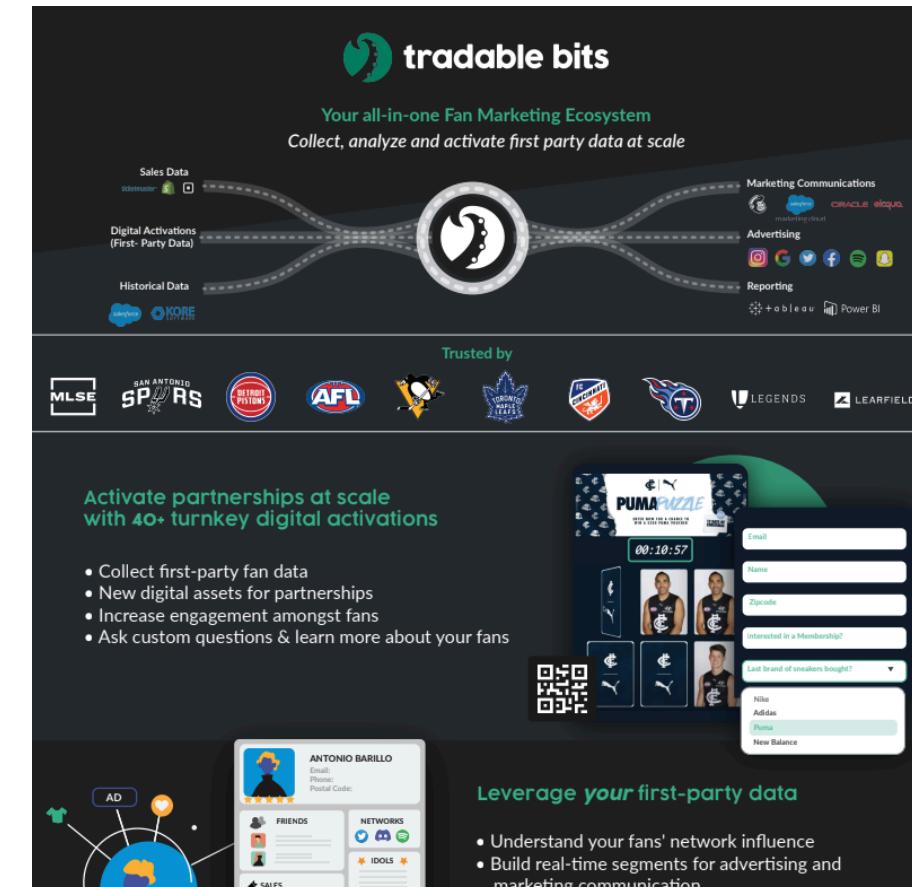
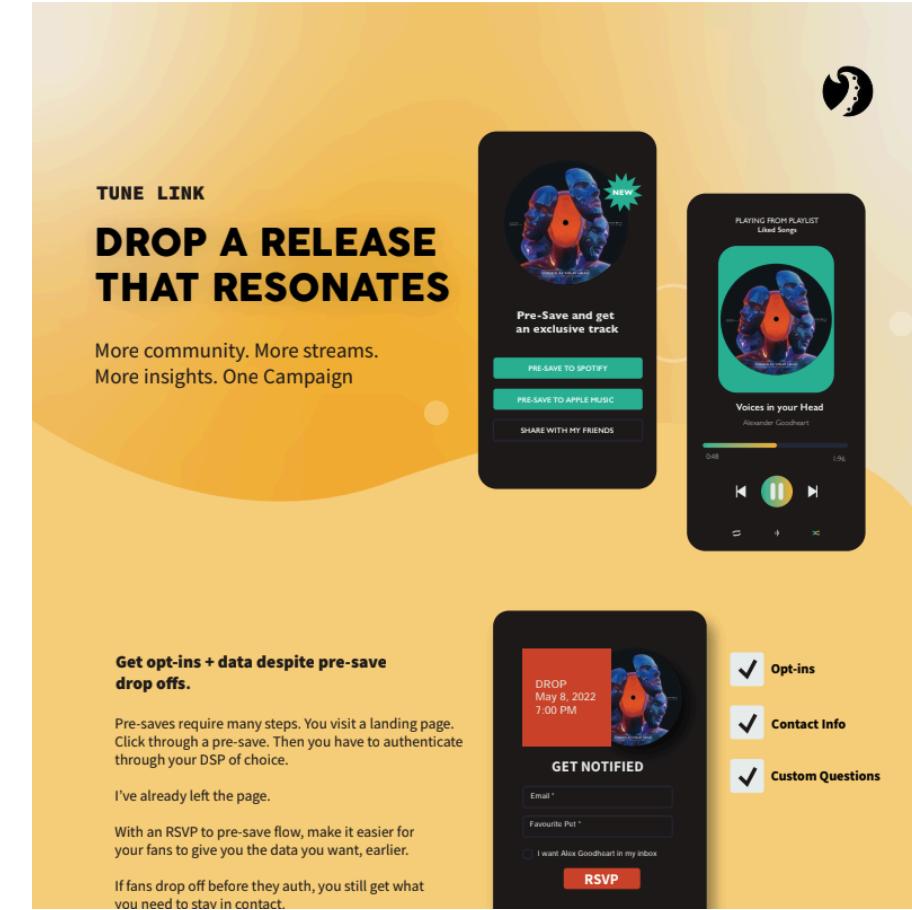
The collage consists of four separate sections, each featuring a different application of Tradable Bits' technology:

- FAN MARKETING WORKSHOPS**: A slide titled "CDP & REVENUE GENERATION: STRATEGIES & BEST PRACTICES" with a sub-section "CDP & REVENUE GENERATION". It features a stylized illustration of a mouth with a dollar sign inside, with a trail of money symbols coming out. The Tradable Bits logo is in the bottom right.
- CDP & REVENUE GENERATION**: A slide showing a bar chart titled "Avg. Purchase Conversion Rate Across NBA Partners" comparing four NBA teams: Blazers (17.4%), Bucks (14.4%), Mavs (7.7%), and Thunder (9.6%). The chart is set against a background of a basketball court.
- KEY FEATURES**: A slide titled "KEY FEATURES" with a sub-section "GETTING THE MOST OUT OF YOUR SUBSCRIPTION". It features a dark background with a green gradient overlay. The Tradable Bits logo is in the bottom left.
- Case Studies & Examples**: A slide titled "Case Studies & Examples" featuring a section for "ANZ PREMIERSHIP". It shows a "Broadcast Engagement" example for Netball New Zealand, highlighting a "Fans' Player of the Match" campaign. It includes a photo of a player in action, a mobile interface for voting, and a summary of engagement statistics: "1,885x Engagement Increase", "47 Total Games", and "2k+ Avg. Entries". The Tradable Bits logo is in the bottom right.

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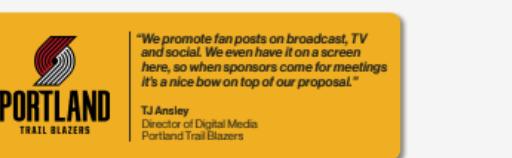
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SHOWCASE: ACTVATING SPONSORSHIPS

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.



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.

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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.

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.

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 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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WHAT IS TRADABLE BITS?

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

We make the most of 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 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 \$6 million dollars in additional revenue from new fans identified and engaged using our tech.

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