

A black and white photograph of a person's hands. One hand holds a basketball, and the other holds a smartphone. The background is a blurred outdoor basketball court. A dark, semi-transparent rectangular overlay covers the upper two-thirds of the image, containing the text.

TRADABLE BITS

FANDOM IS OUR BUSINESS

TO REACH YOUR FANS, THINK LIKE THEM

Dear Future Partner,

Imagine the feeling of fandom. It transcends genres and defies space and time. When you're a fan of something, anything, you can relate to the emotional rollercoaster that only sports, music, and live entertainment can bring you.

There's always a fan of something, and that shared love is why we do what we do.

The fans of your organization are just like you. They want authentic experiences that bring them closer to the main event and their loyalty is a privilege that you should never underestimate.

We never have and we never will.

Fandom is our business and we love what we do.

We hope you will too.

SINCERELY,

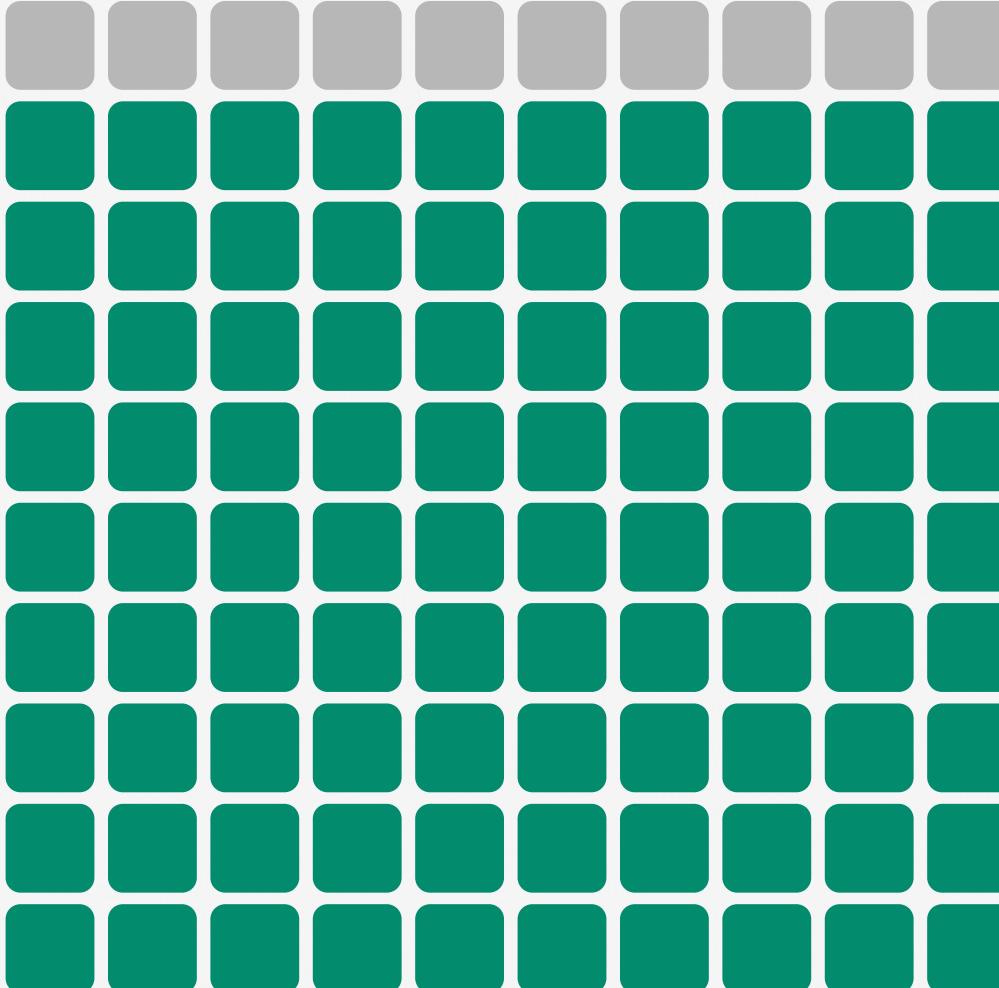
Your Partners at  tradable bits



YOUR FANS & DATA ARE EVERY- WHERE



*Somehow,
that's the problem.*



**BETWEEN
70-90% OF FANS
NEVER MAKE IT
TO A GAME.**

That doesn't make them any less of a fan.

**97% OF
GATHERED
DATA SITS
UNUSED.**

Dataprot - State of the Market

That doesn't make it any less valuable.



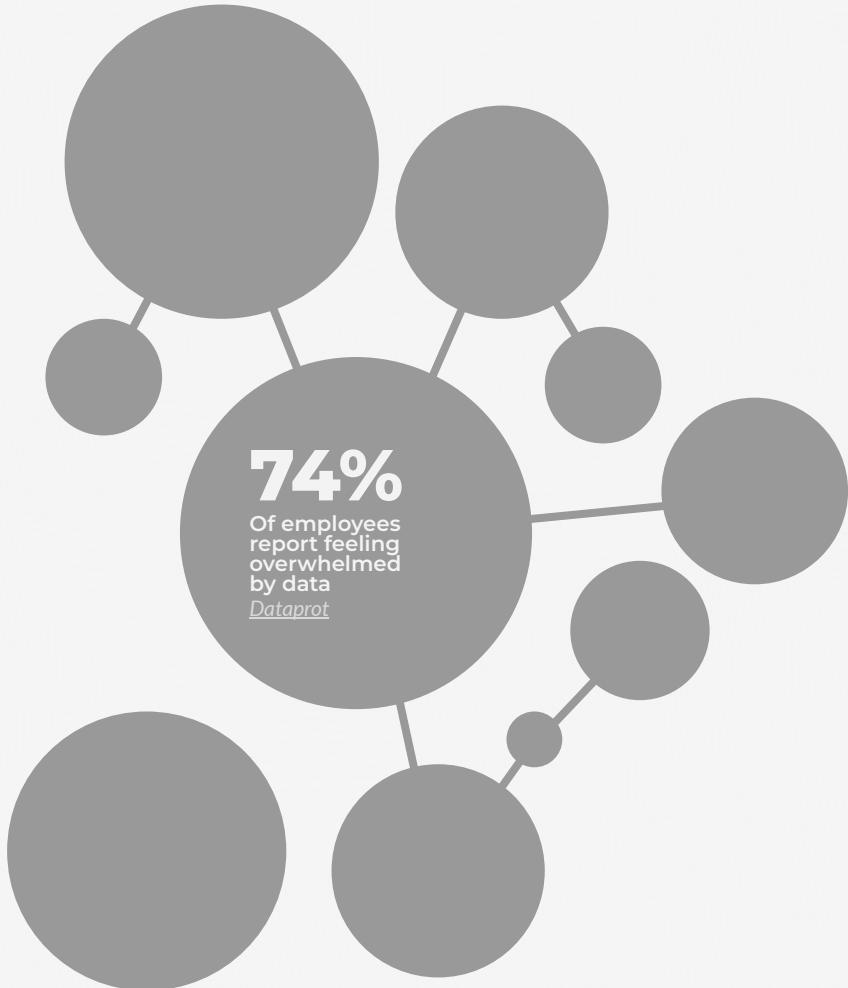
**60% OF
MARKETERS
FEEL THEY LACK
RESOURCES.**

[Hubspot Trends Report](#)

That doesn't make them any less capable.



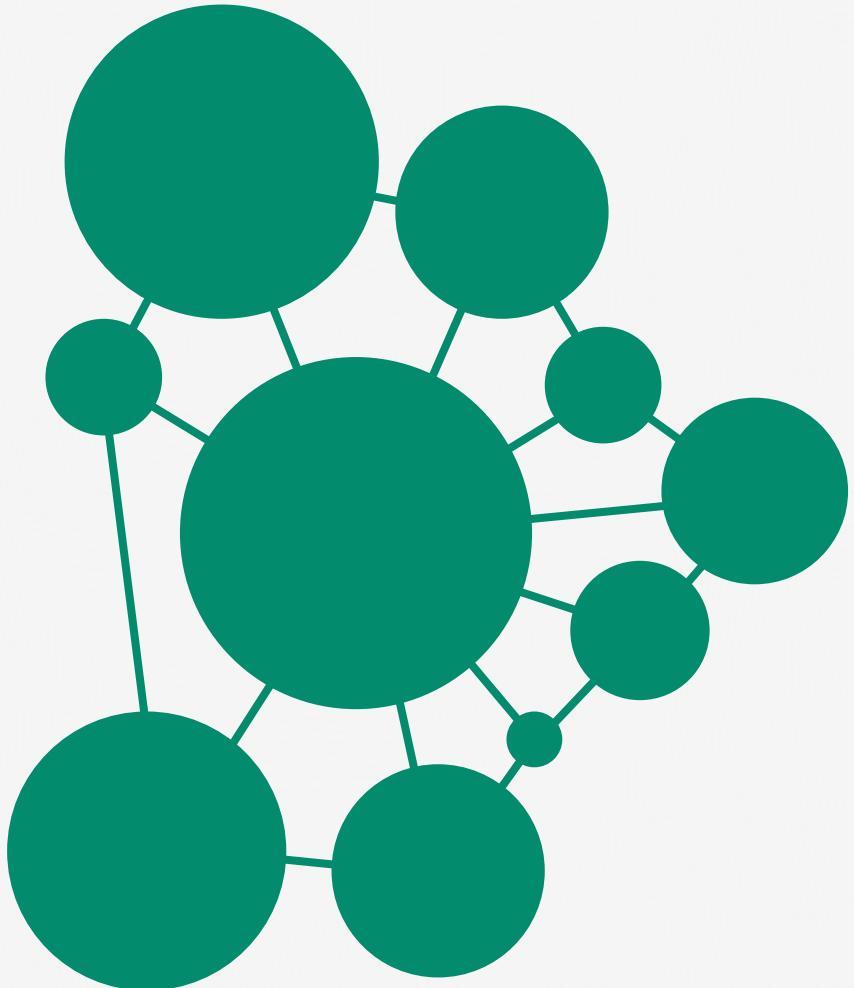
**SO,
WHERE'S THE
DISCONNECT?**



Today

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

The market is saturated with BI and data visualization tools. Yet, 74% of employees report feeling overwhelmed by the amount of data they manage, leading to valuable insights being lost, and valuable data going 'dark'.



Tomorrow

Tradable Bits bridges this gap, making data immediately actionable with insights from real industry experts.

We make the mess your strength with a suite of tools tailor-made for the sports & live events industry. Centralize your existing tech stack and reach your fans more efficiently, while uncovering opportunities for the future.

A blurred, high-angle photograph of a soccer stadium at night. The field is visible in the foreground with a few players. The stands are packed with spectators. A prominent banner hangs across the stadium with the text "Sadece Beşiktaş 1903". The overall atmosphere is dark and energetic.

SAY HELLO
TO TRADEABLE BITS

UNSILO YOUR ORG

Heavily siloed orgs make putting fan data to work that much harder.

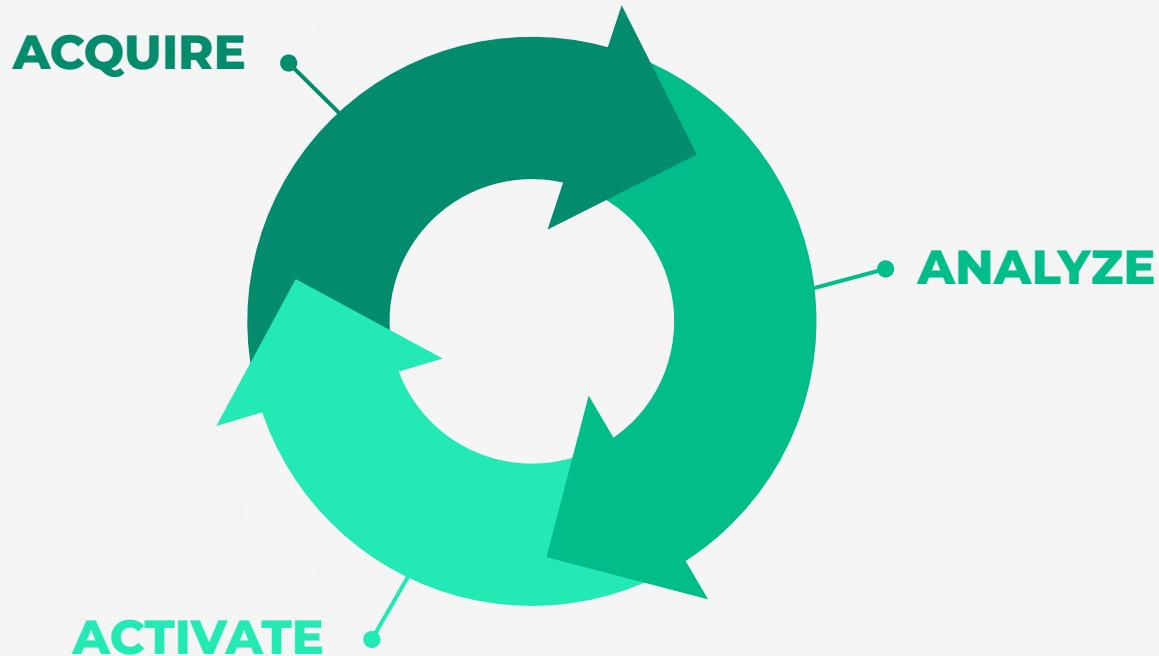
ENGAGE YOUR ENTIRE FANBASE

Only a small percentage of your fans will ever attend an event in-venue. Finding and engaging the rest is crucial.

MAKE GREAT TECH BETTER, WITH EXPERT HUMANS

Your fan management tools work harder when powered by the best service in the biz.

THE HOLISTIC APPROACH TO FAN DATA



SOLUTIONS FOR THE ENTIRE FAN JOURNEY

We offer products and services aimed at generating more revenue throughout each phase of the fan journey.



01. ACQUIRE

FANS JUST LIKE TO HAVE FUN

We offer simple and user friendly ways to engage your fans, collect first-party data & help build “fan-models” for monetization.



02. ANALYZE

KNOWLEDGE REALLY IS POWER

Understand where and when your fans spend the most time with our Data, Tracking & Attribution tools.



03. ACTIVATE

MARKET SMARTER

Put all of your data to work. Personalize your content, hyper-target fans and build year-over-year benchmarks.



TRUSTED BY OVER **200+ INDUSTRY LEADERS** *ticketmaster*®



LEARFIELD

TrueNorth
SPORTS + ENTERTAINMENT

MLSE

TURKISH AIRLINES
EuroLeague

**An Essential
Tool For
Maximizing
Revenue.**

CANUCKS
SPORTS & ENTERTAINMENT

**Turned our
vision into
a reality.**



**A key strategic
partner in our
full-funnel
marketing
strategy.**



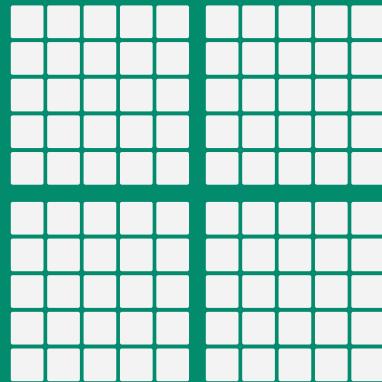
**Brought in more
fans in a single
campaign than
we've ever seen
before.**



**15 YEARS OF
TURNING
ATTENTION
INTO
REVENUE**

100M

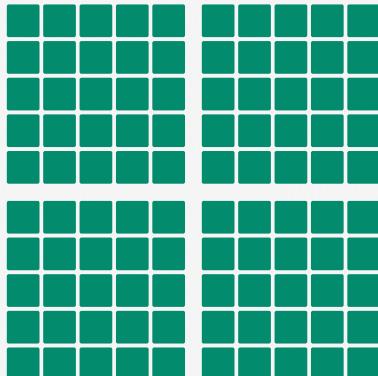
UNIQUE FAN
PROFILES



**15 YEARS OF
TURNING
ATTENTION
INTO
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100M

UNIQUE FAN
PROFILES



\$2.5B

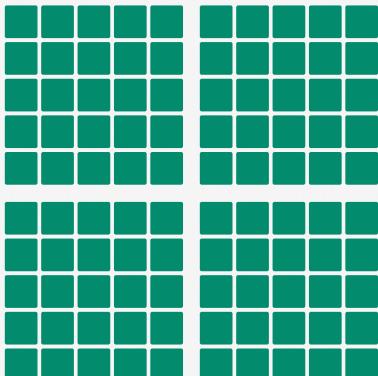
IN PARTNER REVENUE
GENERATED TO DATE



**15 YEARS OF
TURNING
ATTENTION
INTO
REVENUE**

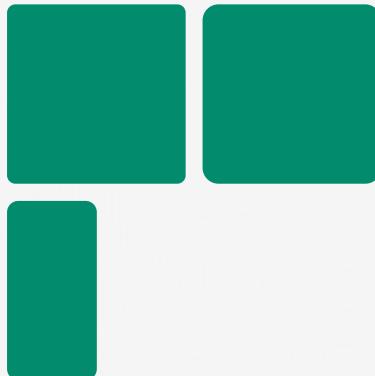
100M

UNIQUE FAN
PROFILES



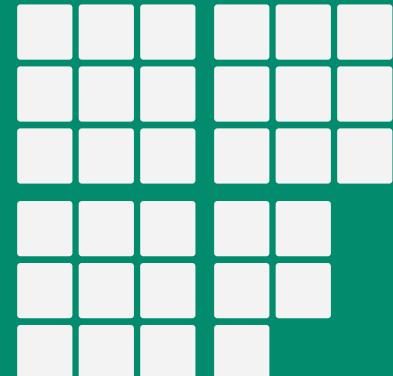
\$2.5B

IN PARTNER REVENUE
GENERATED TO DATE



32X

AVG. ALL-TIME
PARTNER ROAS



A wide-angle photograph of a baseball stadium during a game. The stands are filled with spectators, and the field is visible in the foreground. The image has a dark, semi-transparent overlay.

THANK YOU

START
BUILDING FOR
TOMORROW,
TODAY.

 tradable bits