

A grayscale photograph of a person's hands holding a basketball and a smartphone. The person is wearing a dark long-sleeved shirt. The background is a basketball court with visible lines. The text 'TRADABLE BITS' is overlaid in large white letters, and 'FANDOM IS OUR BUSINESS' is overlaid in smaller teal letters below it.

# TRADABLE BITS

FANDOM IS OUR BUSINESS

# TO REACH YOUR FANS, THINK LIKE THEM

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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,**

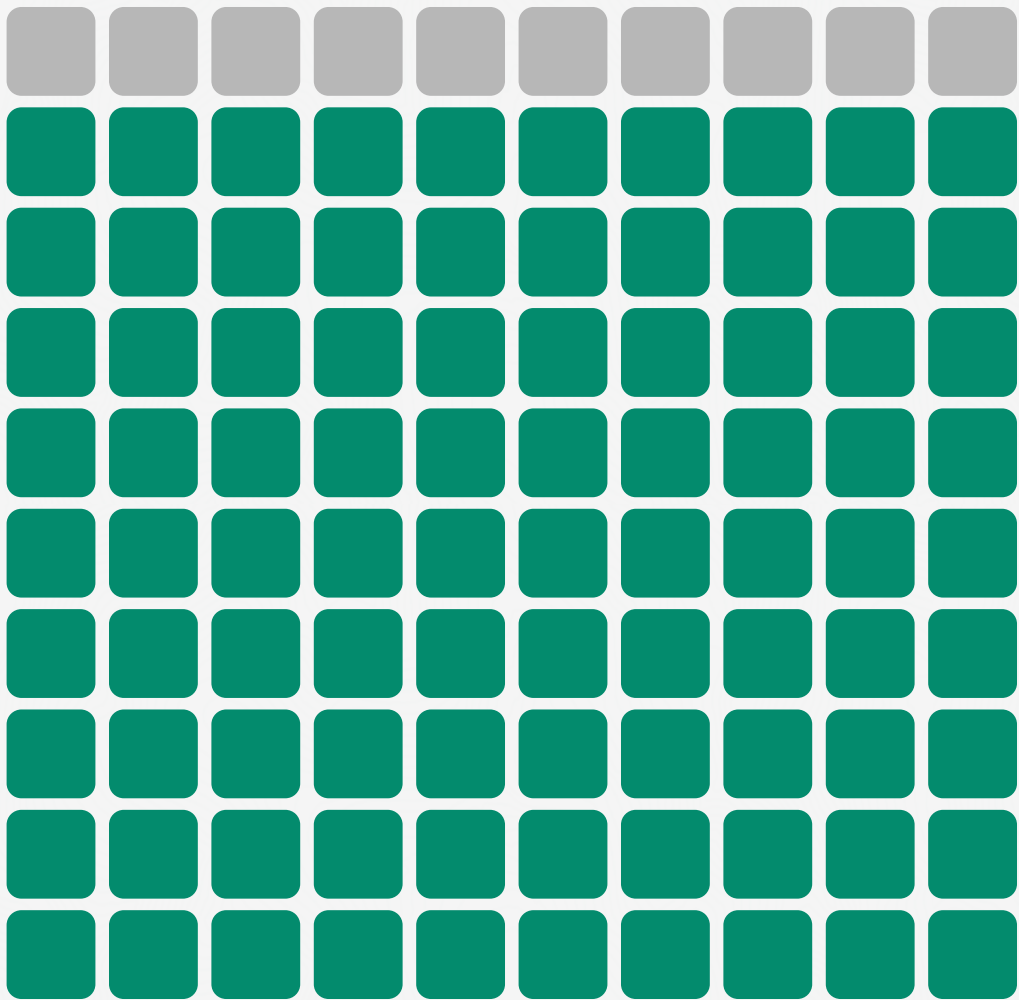
Your Partners at  tradable bits



# 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.**

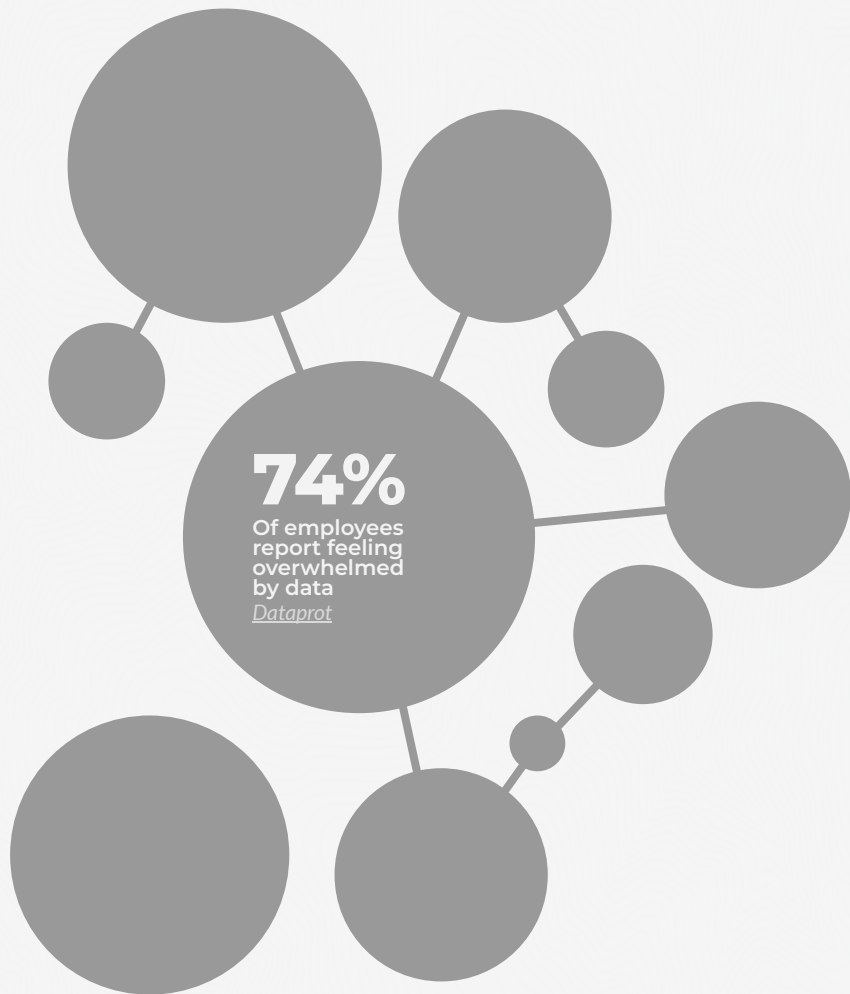
*Hubspot Trends Report*

That doesn't make them any less capable.



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

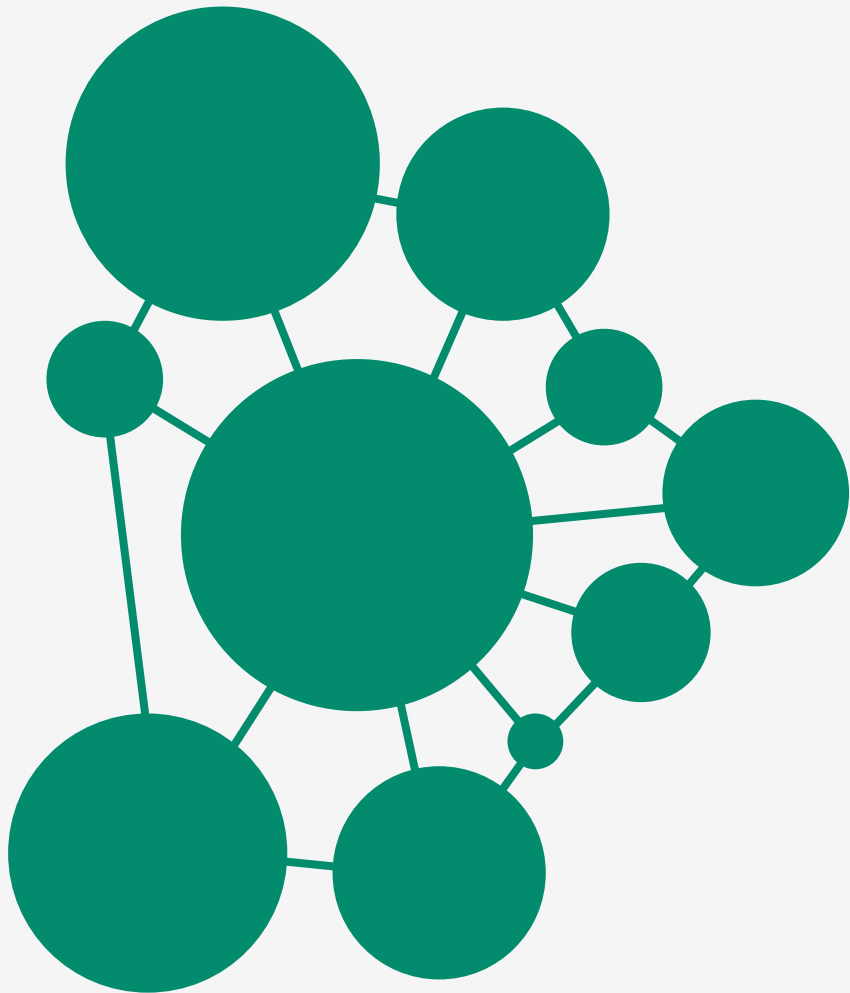




## Today

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.



# SAY HELLO

TO TRADABLE 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

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



ACQUIRE

## 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.



ANALYZE

## 02. ANALYZE

### KNOWLEDGE REALLY IS POWER

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



ACTIVATE

## 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.**



**Turned our  
vision into  
a reality.**



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



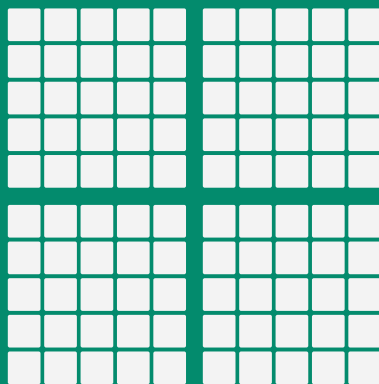
**Brought in more  
fans in a single  
campaign than  
we've ever seen  
before.**



**15 YEARS OF  
TURNING  
ATTENTION  
INTO  
REVENUE**

**100M**

UNIQUE FAN  
PROFILES

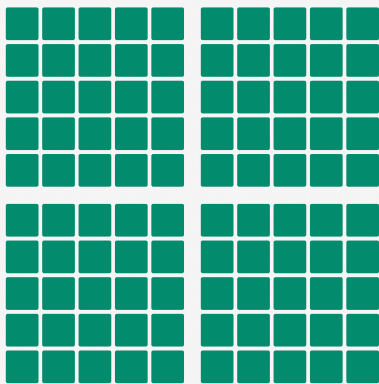




**15 YEARS OF  
TURNING  
ATTENTION  
INTO  
REVENUE**

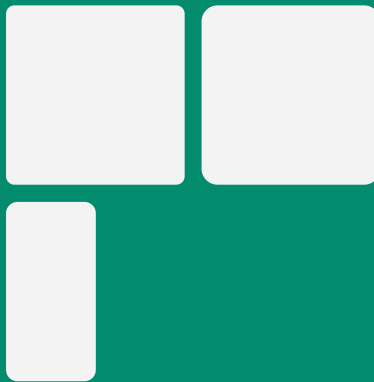
**100M**

UNIQUE FAN  
PROFILES



**\$2.5B**

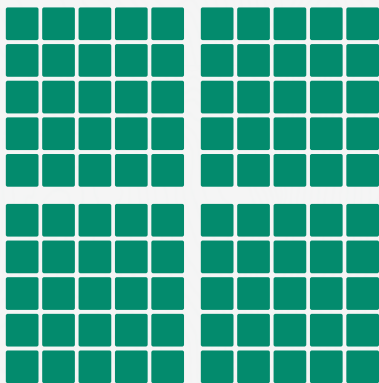
IN PARTNER REVENUE  
GENERATED TO DATE



**15 YEARS OF  
TURNING  
ATTENTION  
INTO  
REVENUE**

**100M**

UNIQUE FAN  
PROFILES



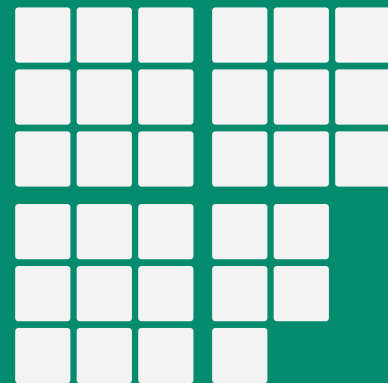
**\$2.5B**

IN PARTNER REVENUE  
GENERATED TO DATE



**32X**

AVG. ALL-TIME  
PARTNER ROAS



THANK YOU



**START  
BUILDING FOR  
TOMORROW,  
TODAY.**