



Getting to Know Fans to Drive Marketing Results

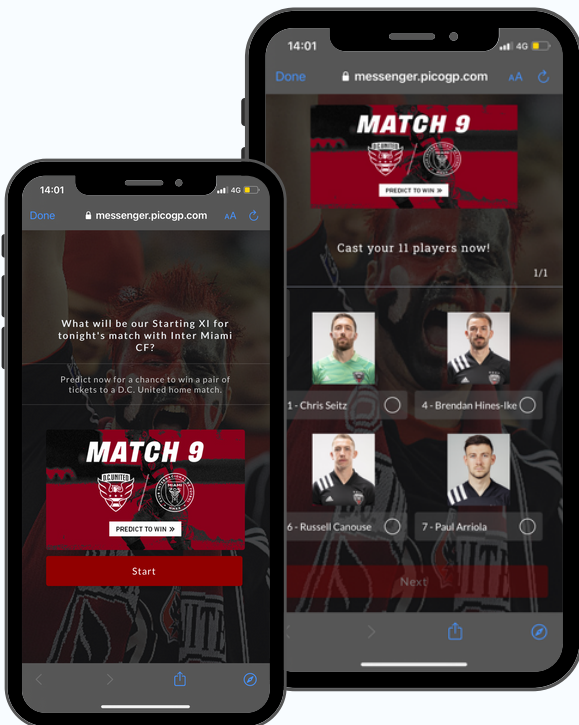
HOW IT STARTED

Major League Soccer club, D.C. United introduced Pico technology to their fanbase to encourage interaction regarding their upcoming marble jersey. They leveraged the excitement of fans to simultaneously promote and share the new jersey design, a perfect moment to utilize to start deanonymizing digital fans.

They have since expanded use of Pico activations to several other types, including Spin-to-Win, Memory Game, Trivia, Prediction Games, and more, keeping their fans engaged and the data pouring in.



ACTIVATIONS THAT CONVERT



TARGETED PUSH MESSAGES

Through Pico's segmented data, D.C. United have been able to utilize our Facebook & Twitter push message feature and send personalized 1:1 messages to fans who indicated interest in tickets.

Both push messages saw over 25% CTRs.



TARGETED EMAIL BLAST

D.C. United have safely captured and stored email addresses from over 69% of participating fans, and are actively using the data to push and promote ticket sales to upcoming games.

After only 5 activations, they have collected data and gauged purchase intent from thousands of fans for tickets, season ticketing, merchandise interest and preference, becoming a club member, and more. Now, with so many new and robust fan profiles, D.C. United are able to leverage this intel to create truly personalized and unique fan experiences.