

# LiveTrack™: DATA-DRIVEN FAN AND EVENT ATTENDEE INSIGHTS

## The Need for Richer, Accurate, Powerful Data

Viewership, impressions and audience fit are measured and considered to be reasonable success indicators for broadcast-centric properties. However, measurement practices for experiential events are unsophisticated and limited to ticket sales, footfall and turnstile-reported measures while data for un-ticketed experiences are largely non-existent.

Lumency's LiveTrack™ tool helps plug this gap and provide deep, rich insights into attendee count, consumer demographics, preferences, media behavior, lifestyle segments, shopping activities, and much more! A consistent measurement framework enables apples-to-apples comparisons across properties, region and countries.

## How?



- Tracking Attendee / Audience Data using location enabled mobile devices
- Geo-fence around a specific location (event site, stadium, retail locations, streets / urban areas)
- Privacy compliant mobile movement data, de-identified (No PII)
- Data from location services from 92 apps (i.e., Waze, Weather Network, etc.)
- Modelled using data processing, to 90% accuracy

## What?

- Number of Attendees, By Location, Down To Zip+4 Level
- Demographic Report (Age, Gender, Race, Housing, Household Makeup, Household Income, Education)
- Customer Lifestyle Segmentation Profiling Across 67 Social Cluster Segments
- Consumer Behaviors, Media Preferences and Shopping Activities
- Consumer Spend on Select Shopping Categories (including Beverage Alcohol)

## Why?

- Holistic View of Attendees (including Media Consumption And Shopping Behaviors)
- Validate Audience Counts (to 90% accuracy) Against Reported Turnstile
- Verify Target Efficiency and Audience Fit
- Match Account Activity to Audience Location
- Measure Frequency (i.e., number of days attended, for a festival)
- Track and Identify Movement Within Event Site/Venue

## Where?



LiveTrack™ can capture data and provide insights across a multitude of venues, events and properties in over 100 countries across the globe, including:

- **The Americas:** USA, Canada, Mexico, Argentina, Brazil, Chile, Colombia, Ecuador, Peru
- **Europe:** Ireland, Russia, Spain, UK, Ukraine
- **Asia & Africa:** China, India, South Korea, Vietnam, Nigeria, South Africa

## Use Case Example:



**The Challenge:** To enhance fan engagement and attract local fans, a sports and entertainment company aimed to create a detailed profile of hockey game attendees at their home arena. This involved identifying target segments for local fan acquisition and engagement in the upcoming season, as well as building a data-driven fan profile to attract corporate partnerships.



**The Solution:** By analyzing existing data, it was found that their fans differed from the general population and tend to have larger, younger families, belong to visible minority groups, and have higher incomes. They also embrace technology early, travel frequently, and prefer domestic SUVs and pickup trucks. Ticket buyers were further divided into Casual and Core fans based on attendance frequency.



**Results:** These findings led to more precise and effective messaging for fans and potential fans, resulting in higher conversion rates for ticket purchases and fan attendance.

**Price: USD \$5k-\$9k\***

Interested in knowing more? Let's talk! Reach out to [joywyn.daniel@lumency.co](mailto:joywyn.daniel@lumency.co)



\*Per Report. Varies by country / region