DATA CLYMER

SPORTS & ENTERTAINMENT ANALYTICS WITH DATA CLYMER

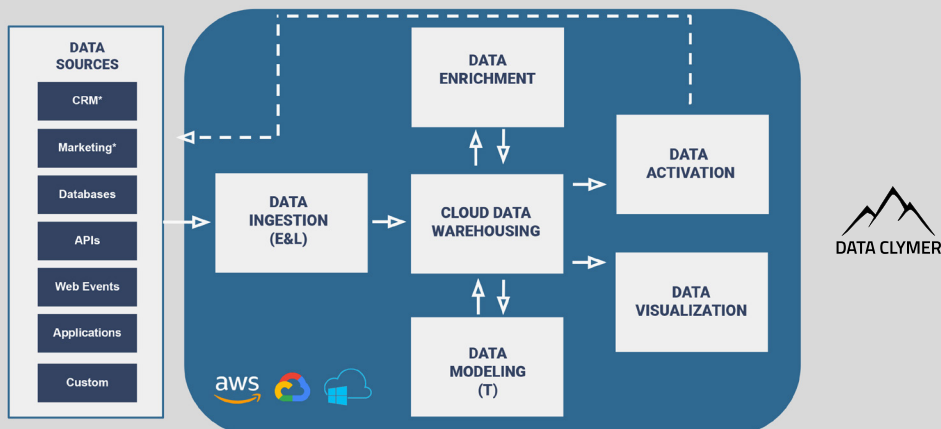## MODERN DATA ANALYTICS TO DRIVE FAN EXPERIENCE, ENGAGEMENT, AND GROWTH

Does your sports and entertainment solution give you the ability to integrate all of your unique customer and fan data from across multiple data sources into a single master record in order to get a 360 degree view of your audience?

Improve fan engagement and experience with a targeted modern data solution for major league and collegiate sports teams, event venues, and entertainment organizations. Data Clymer has worked with many leading, data-driven sports and entertainment groups to implement a proven, flexible, team-owned data stack that helps to remove data silos, democratize data, accelerate analytics, improve business decision making, and accelerate fan base growth.

WHAT IS A SPORTS & ENTERTAINMENT ANALYTICS SOLUTION?

For all sports and entertainment organizations, data and analytics play a major role in gaining a 360 degree view of the fan and customer. A cloud-native solution is the key to centralizing fan and customer data into a single source of truth, understanding fan behavior, and making better decisions that will accelerate growth.

SPORTS & ENTERTAINMENT INFRASTRUCTURE

DATA CLYMER SPORTS & ENTERTAINMENT SOLUTION PARTNERS:

sigma

Looker

snowflake

MATILLION

dbt

Fivetran

Flywheel Software

atlan

WHAT A SPORTS & ENTERTAINMENT ANALYTICS SOLUTION CAN HELP YOU IMPROVE:

- Fan 360
- Customer Segmentation
- Customer Engagement
- Marketing Campaign ROI
- Predictive Analytics
- Speed to Insight

SOLUTION BENEFITS:

Team-owned Data-Stack
Applying a flexible, not managed solution that gives teams full control of their data.

Fan Golden Record
Deduplicating fan data and integrating customer data from multiple sources into one record.

Fully Customizable
Creating tailored data models based on organization goals that helps teams better understand customer acquisition and the customer journey.

Single Source of Truth
Consolidating all sports and entertainment data sources within a centralized data warehouse in order to share and democratize all data across the organization.

WHY DATA CLYMER?

Data Experts	Modern Data Technologies	Tailored Solutions	Personalized Service
Our team of engineers and analytics experts will integrate all necessary data sources and develop a single source of truth for all marketing data.	Our team of engineers and analytics experts will integrate all necessary data sources and develop a single source of truth for all marketing data.	Data professionals can enjoy tailored data models to support reporting and dashboard visualizations.	Our services and delivery are based on our values of transparency, trust, and collaboration, providing our clients with a high quality and exceptionally personalized level of service.

" *The partnership with Data Clymer was the single best decision that we at the Giants made in our efforts to quickly ramp up our analytic efforts."*

— ROCKY KOPLIK, VP BUSINESS ANALYTICS - SAN FRANCISCO GIANTS

FEATURED SPORTS & ENTERTAINMENT SOLUTION CUSTOMERS:

ABOUT: Data Clymer provides full-stack cloud data engineering solutions that reduce data stack complexity and improve data impact. Our experienced team of consultants are certified data engineering and analytics experts and provide a highly-personalized level of service to leading data-driven companies like Peet's coffee, Autodesk, and the Las Vegas Raiders.

www.dataclymer.com

SCHEDULE A MEETING

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