# Data-Driven Fan Marketing

**PICO**
get personal



## KEY BENEFITS

⊕ **Data capture:** Know your unknown online fans

⊕ **Leverage the data** for smarter more efficient marketing with higher CTR's & conversions

⊕ **Great fan experience**: No App download, no Login

⊕ No development time required

⊕ **GDPR Compliant**

⊕ **Pico's channel-agnostic fan marketing** SaaS platform identifies fans across digital channels, progressively gathers data and creates lifetime value.

⊕ Engagement is not the real problem in Sports. It's not **knowing who you are engaging.**

⊕ Pico **identifies** and **converts** engaged digital fans.

⊕ Today, 80-90% of teams' fans are online and unidentifiable. Teams invest in developing social and digital channels to engage these fans which has generated far too little ROI because they are **not personalized.**

⊕ Pico drives engaged, anonymous online fans into **1st party systems** with **actionable data** to support **business objectives** via personalization at scale.

## From Engagement to Lifetime Value

Easily add fan experiences to your existing channels, consisting of social, app, web, and in-game gamification activations that fans enjoy, ie voting, trivia, matching games, enter-to-wins and more.

Our A.I. nurtures each fan through the customer journey, resulting in data-capture and 1:1 delivery of personalized content & offers that convert 6-8x higher than generic one-to-many methods.



## TRUSTED BY SPORTS FRANCHISES GLOBALLY

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