



CUSTOMER STORY



SPORTS MARKETING
& SPONSORSHIP
INSIGHTS FROM
TARGETED SURVEY



CONTENTS

— The goals	4 - 5
— The challenge	6 - 9
— The survey	10 - 13
— The results	14 - 23
— The teamwork	24 - 27

GOAL 1

Increase the number of customer records in the West Coast Eagles' database that they can accurately match to Facebook users.

GOAL 2

Enhance customer profiles with new information that would allow West Coast to **generate new insights and grow sponsorship revenue.**

The West Coast Eagles,
winners of the 2018 Australian
Football League Grand Final,
wanted to **truly understand
their fans and customers.**

TO DO SO...

they challenged Lexer to help them
grow their customer database,
improve data quality, and use the
new dataset to boost the bottom line.



THE CHALLENGE

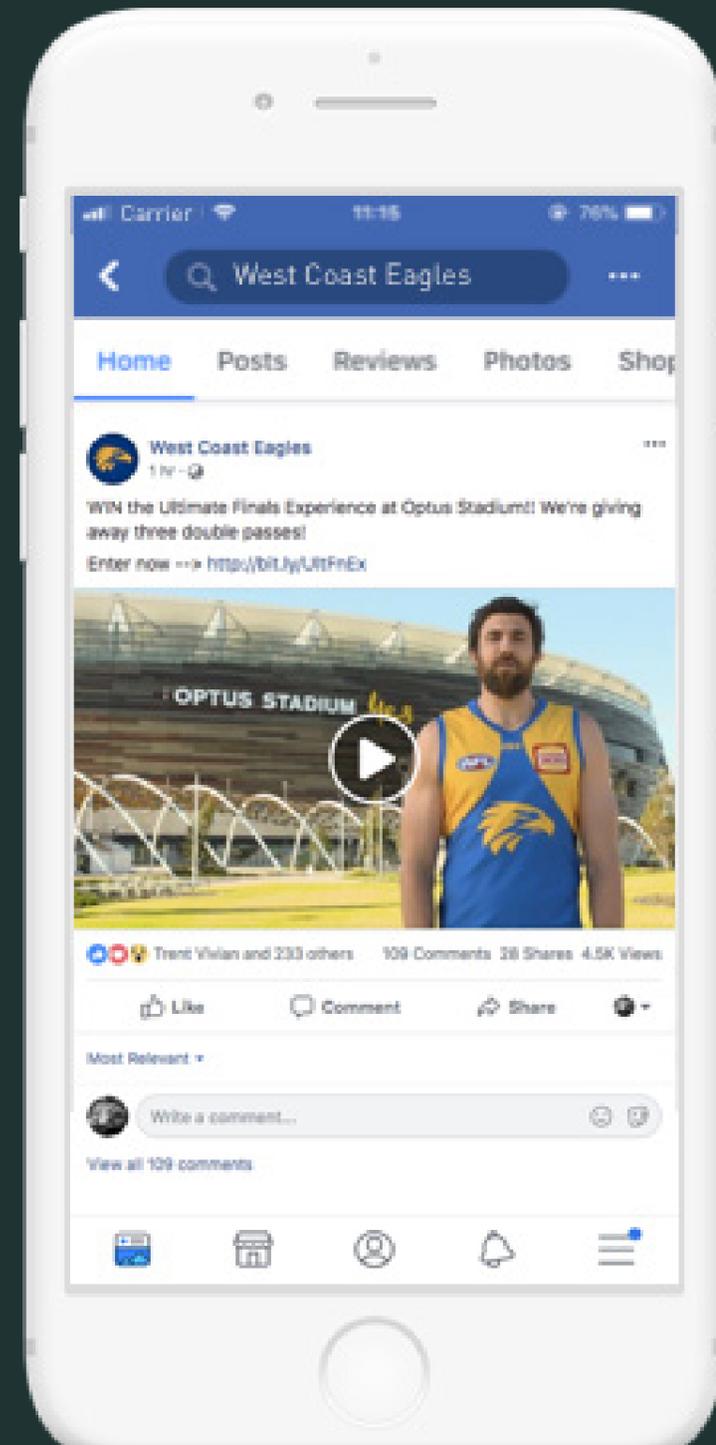
We needed to find a way to genuinely engage their fans and collect information through a process that was **100% GDPR compliant.**

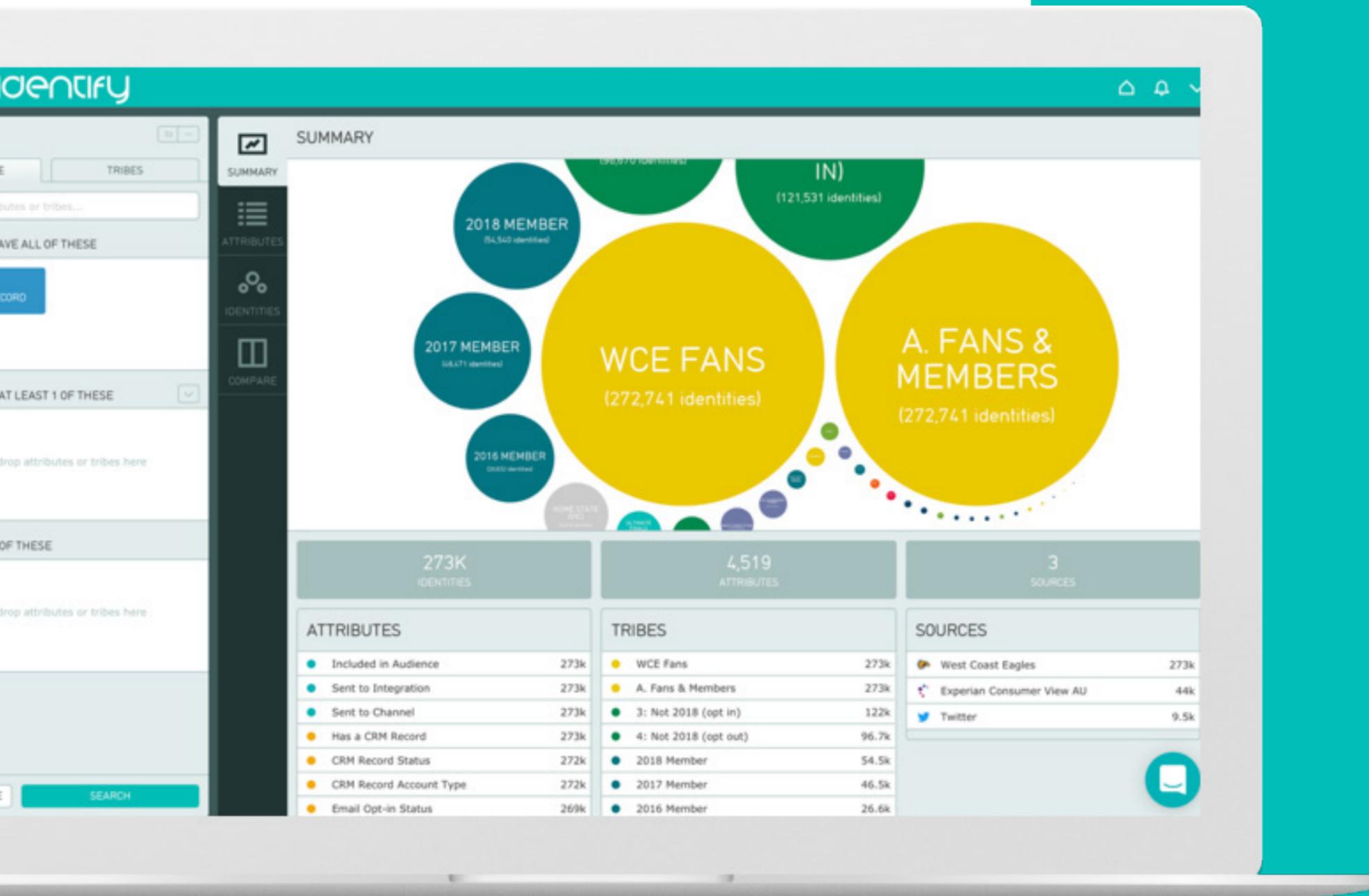


Leveraging the excitement around the AFL Grand Final, the Eagles and Lexer created an online survey designed to capture a deeper layer of actionable insights.

The questions allowed West Coast to gauge things like a fans propensity to buy a mortgage, their interest in an AFLW membership, and the likelihood a disengaged fan could have their excitement reignited.

To reward the Eagles' amazing fan base for completing the survey, participants were entered to **win 1 of 3 double passes** to the AFL finals match!





Using Lexy's Customer Data Platform (CDP), we created surveys that instantly added the respondents' answers into the Eagles' CDP.

A fan's answers from the first survey were used to segment them into groups receiving a highly-tailored follow-up survey designed for even deeper customer insights based on opt-in preferences, interest in West Coast's competitors, and overall engagement with the AFL.

‘ A robust spend at a highly targeted audience ensured an immediate and high response rate. ’



JED HARRISON

West Coast Eagles

In a matter of days, there were over **13,000 submissions** of our initial survey from 61% of the fans we targeted.

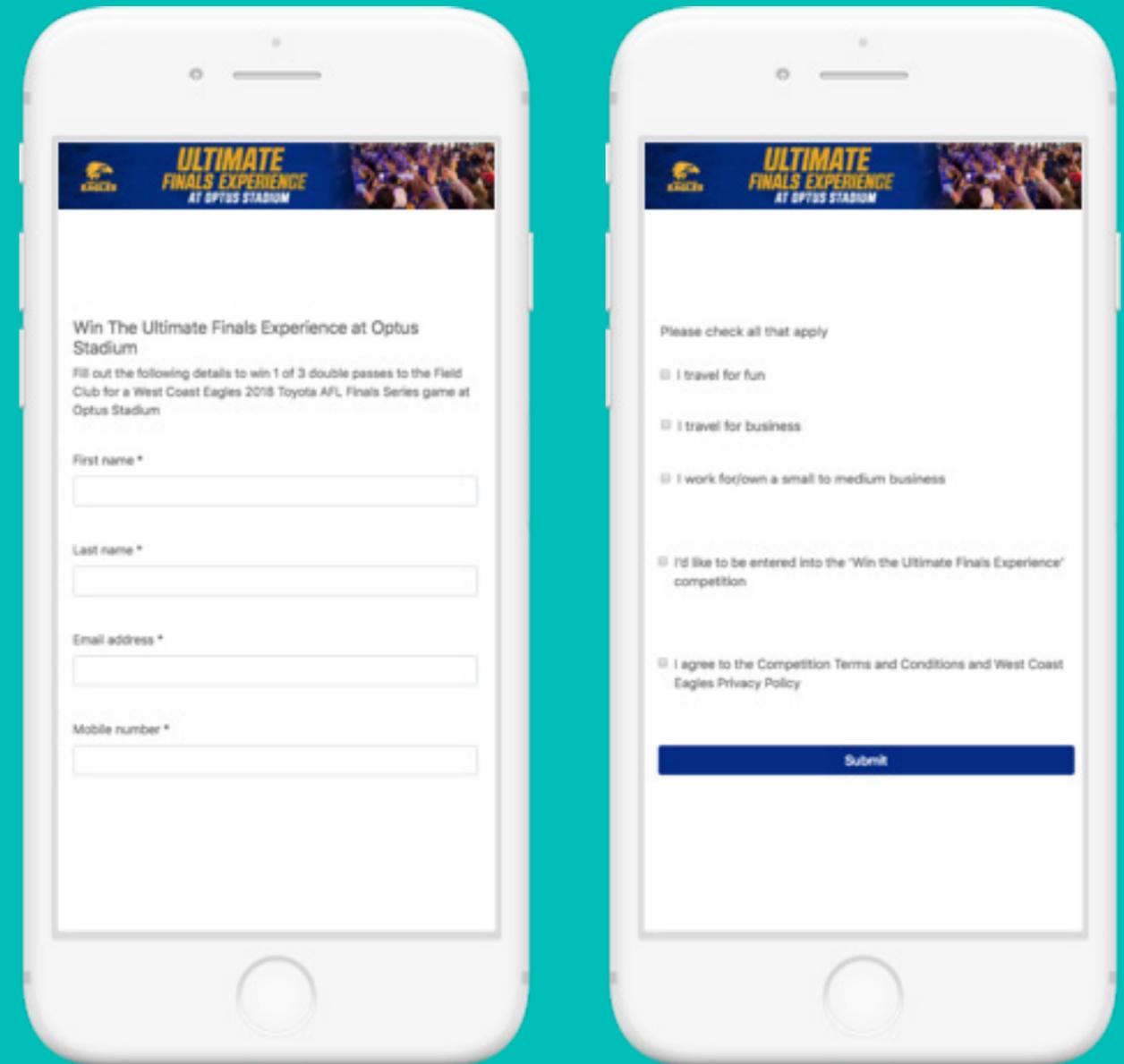
A GREAT INSIGHT TO SHARE WITH SPONSORS

87%

of those submissions came from West Coast's home state of Western Australia

We also recognized that the majority of respondents completed the survey from their mobile devices - confirming our hypothesis that short, sharp questions, in a format that could be answered on the go were critical to achieving a high response rate.

Beyond surveys, we recognized the need for all digital communications to be easily consumed via a smartphone.

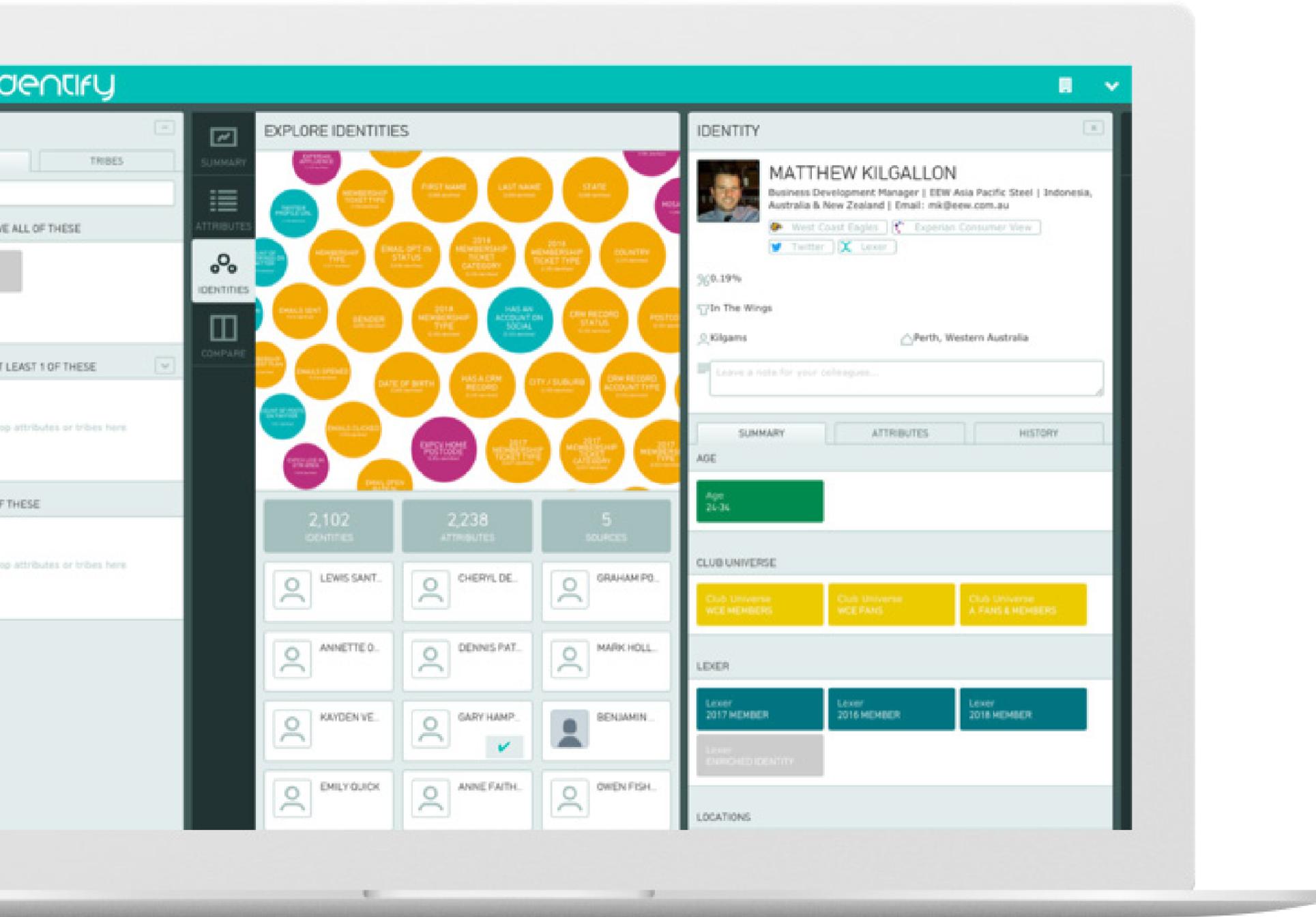


Working together like AFL champions, we grew the Eagles' database by 5% with a cost per submission of **only \$0.36c AUD.**



“ This campaign kicked a big goal for us. ”

Jed Harrison, West Coast Eagles



The success lies in the relationship between West Coast and Lexar. By starting with an idea of the data our AFL champs wanted to capture, we built the campaign together in a matter of days.

With laser focused audience targeting and highly tailored messaging, we were able to get a very high response rate within another few days at a very low cost per submission.

These responses fed directly back into the Eagles' CDP, instantly enriching their data and in a meaningful way.

‘ Sophisticated segmentation, combined with meaningful messaging ensured our success. ’

Jed Harrison, West Coast Eagles

As the West Coast Eagles prepare for another championship run, we'll be along for the ride **ensuring optimal engagement with their energized fans!**

BE A DATA ROCKSTAR

We'd love to make you a Data Rockstar too, and give you the band merch to match.

Just order via **datarockstar.io** and we'll deliver it in person, and show you a demo of how your data feeds through Shopify into our CDP.

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