

Plan, Pitch, Repeat: How MLB is Transforming Fan Acquisition

Adobe

Enriched profile



Jacob Horne

Address

Jacob@bodea.com

Audience

Sports enthusiasts



Create segment

Previous Opening
Day single game
buyers

Know before you
go (KBYG) new fan
Audience

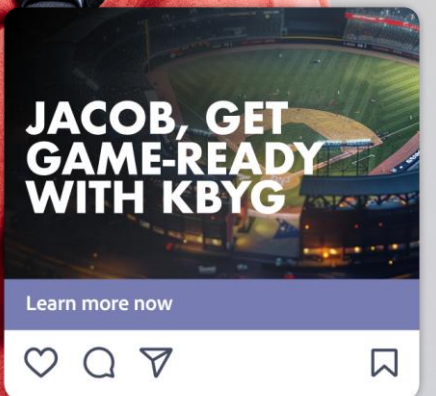
Send Intelligent offer



Welcome Back, Jacob!

9:41 AM

If you grabbed single-game
tickets for Opening Day, we've got
something new for you.



Today's speakers



Will Edmondson

Vice President, Strategy and Insights,
Major League Baseball



Lory Mishra

Principal, Product Marketing,
Adobe

Agenda

- Effective customer acquisition

- How MLB approaches acquiring and retaining fans

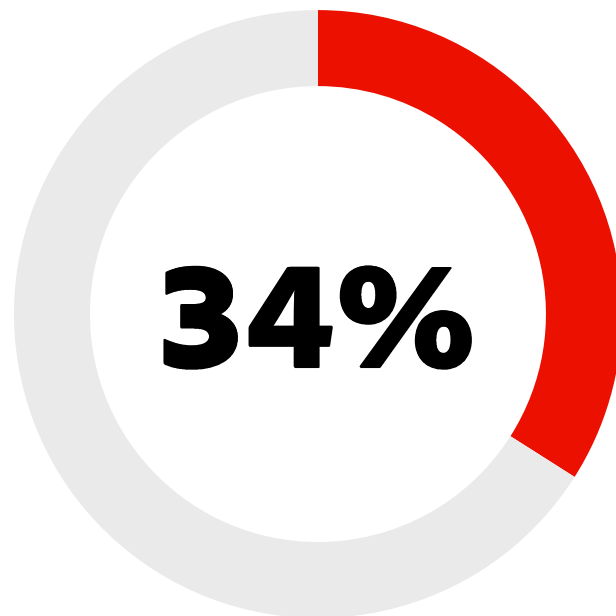
- Key Adobe capabilities to maximize customer acquisition impact

- Q&A and resources



Time to shift the narrative

In 2024, 47% of CMOs are more likely to report that their companies view marketing as a cost center rather than a profit center – up 8% from the 2023 Gartner survey.



Yet only 34% of marketing decision-makers **use revenue growth as a metric of marketing's success.**

53%

of marketers at \$1B+ companies
say revitalizing customer
acquisition efforts is a top
priority to drive growth



Engaging the best prospects and acquiring new customers requires a new way of working



Relationships

81%

of consumers prefer companies that offer a personalized experience.



Partnerships

62%

of marketers seek safe ways to share data with other companies through data collaboration applications.



Planning

61%

of marketers believe embracing faster marketing mix modeling and flexible scenario planning can unlock future growth potential.





Will Edmondson

Vice President, Strategy and Insights,
Major League Baseball



Driving innovative fan acquisition strategies

Technology needs to address 3 key areas for marketers to see improved customer acquisition performance



30% increase in ROI by applying AI recommendation.

60M
Total spend

Ad channels

- Social
- Email
- Print

Paid social impressions
+2,375

 **Relationships**

Bolster your understanding of customers, across the journey



Mateo Rivera
Email: mrivera@quickmail.com
Relevant channels: Google, Facebook, Instagram
Birthdate: 30 May 2004
Mobile: 07923 562 374

Tom Hayes
Email Address: thayes@maillook.com
Birth Date: 07/04/1989
Mobile: 07855 415 541

Maggie R
Email: mmagie@usmail.co
Relevant channel: Facebook, Instagram
Birthdate: 24 June 1993
Mobile: 07855 415 541

 **Partnerships**

Maximize business value with strategic data collaboration



TOP PICKS FOR YOU, ROSE!

Optimizing Outcomes

32% increase in ROI by applying AI recommendation

Marketing return

April May June July

 **Planning**

Generate predictive outcomes for audience and budget scenarios

How MLB approaches audiences and measurement to maximize customer acquisition and its impact throughout the business

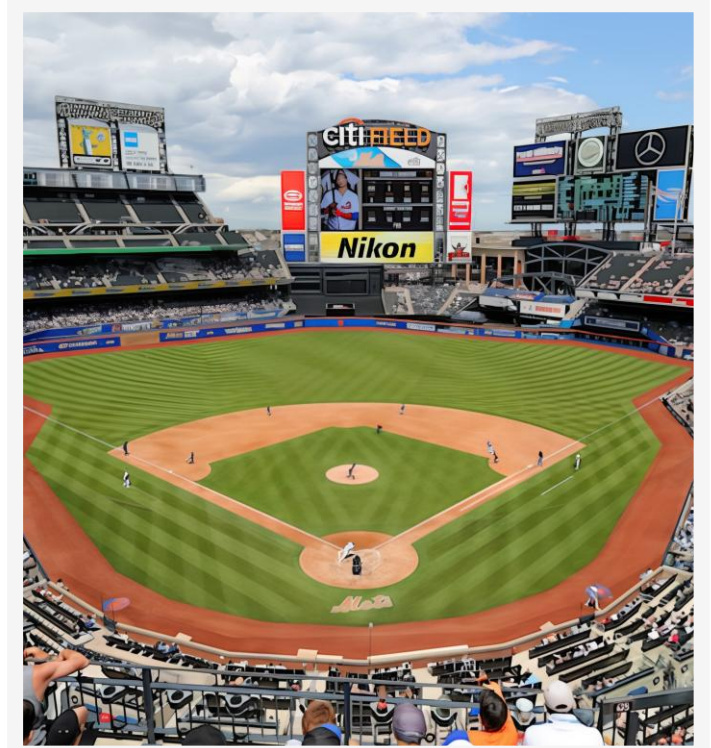
Bringing fans to the ballpark



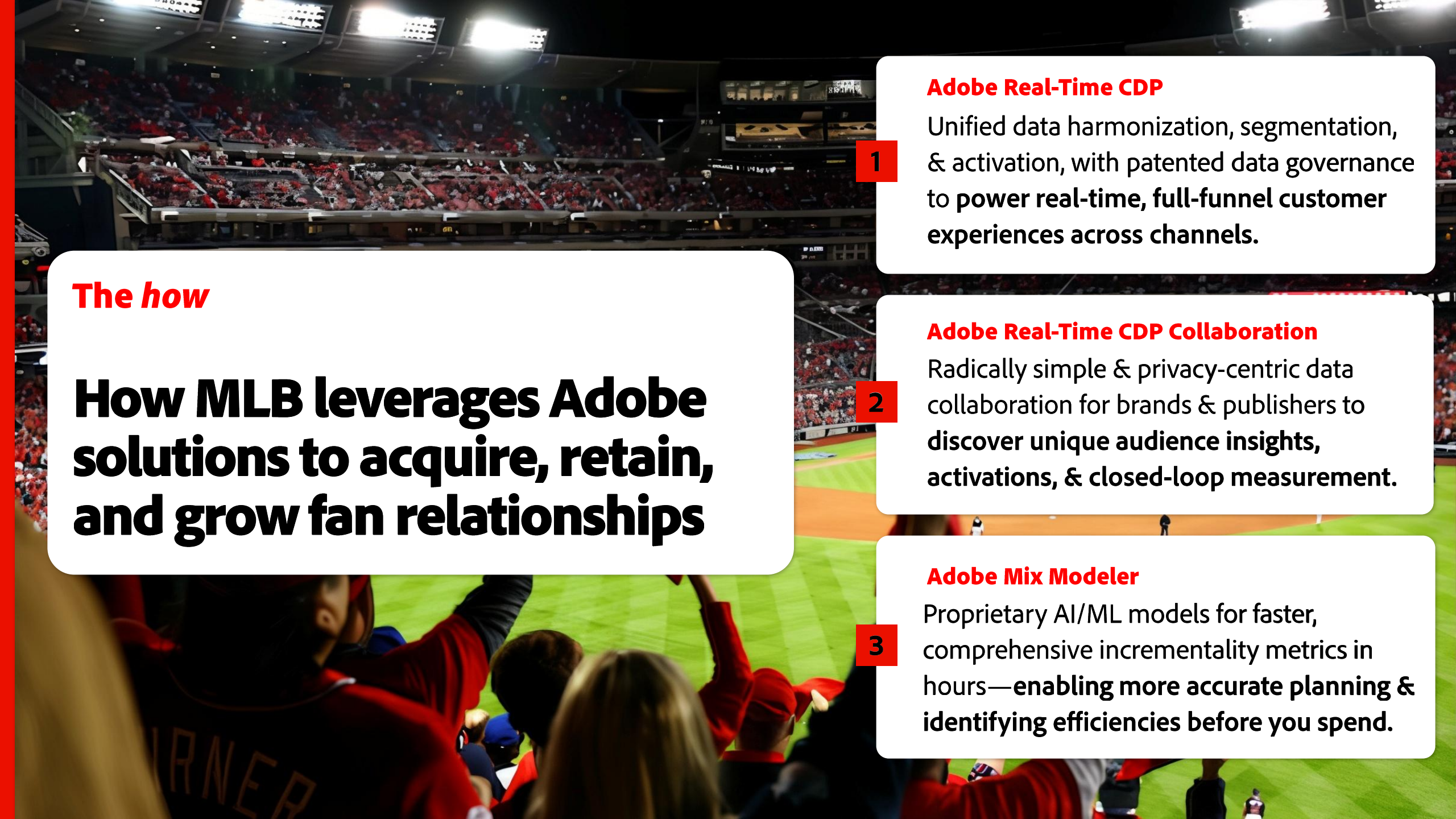
Meeting fans where they are



Growing the game



Ongoing signals to power audience engagement and optimize channel mix



The *how*

How MLB leverages Adobe solutions to acquire, retain, and grow fan relationships

1

Adobe Real-Time CDP

Unified data harmonization, segmentation, & activation, with patented data governance to power real-time, full-funnel customer experiences across channels.

2

Adobe Real-Time CDP Collaboration

Radically simple & privacy-centric data collaboration for brands & publishers to discover unique audience insights, activations, & closed-loop measurement.

3

Adobe Mix Modeler

Proprietary AI/ML models for faster, comprehensive incrementality metrics in hours—enabling more accurate planning & identifying efficiencies before you spend.

Where MLB is going next: partnership opportunities



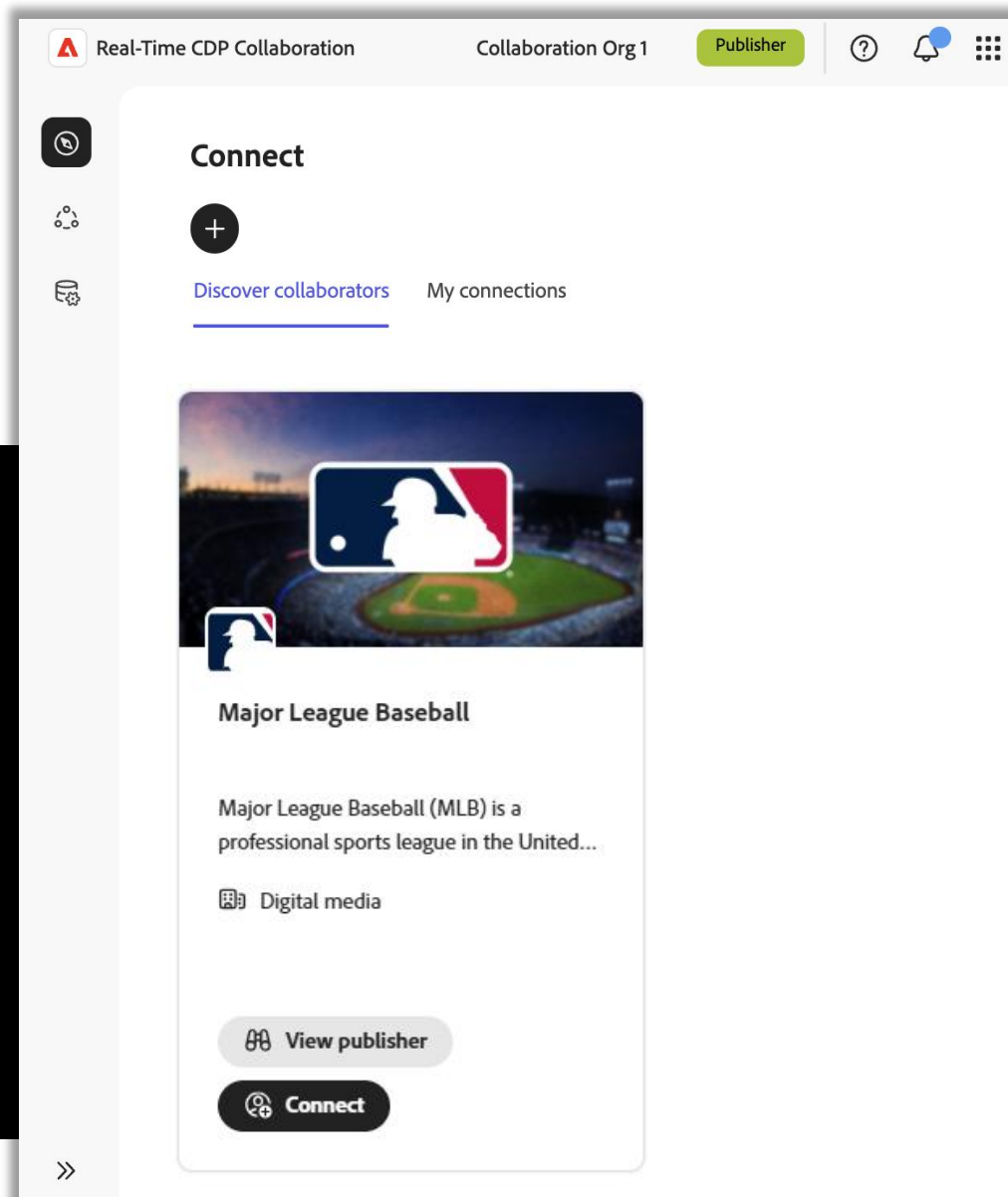
Advertising for reach



Joint loyalty activations



Deepening the relationship



Home Run

Acquire customers & turn them into lifelong fans



Lay the data foundation with a robust customer data strategy

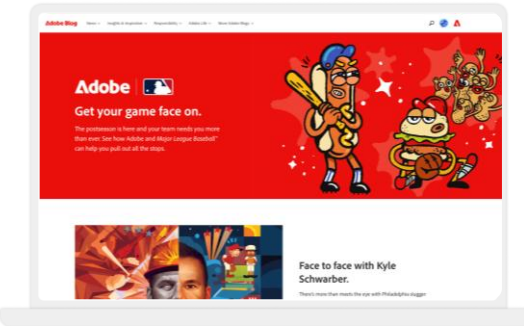


Expand impact through strategic, privacy-first data collaboration

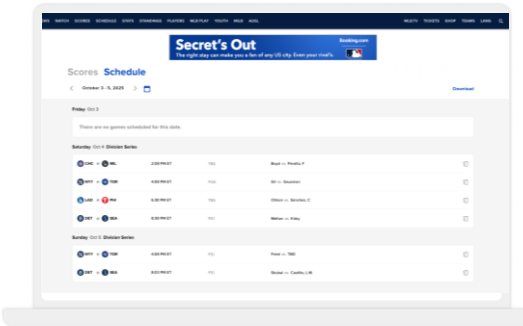


Measure continuously and optimize marketing mix strategy frequently

Related resources



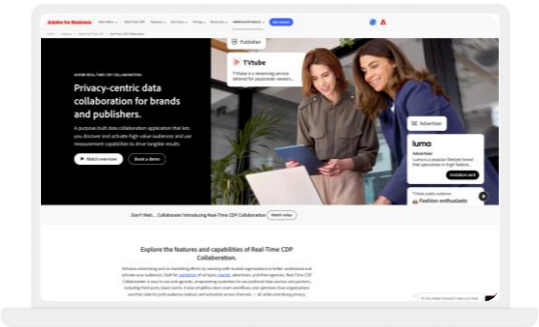
Adobe | MLB: Get your game face on.



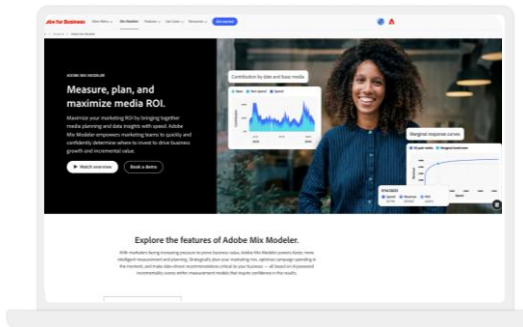
Upcoming MLB game schedule



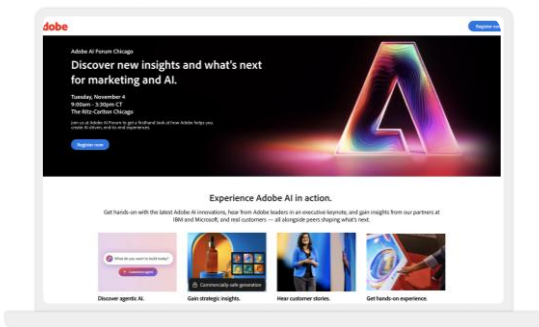
Major League Baseball joins Adobe Real-Time CDP Collaboration.



Real-Time CDP Collaboration: Privacy-centric data collaboration for brands and publishers.



Adobe Mix Modeler: Measure, plan, and maximize media ROI.



Upcoming 11/4: Adobe AI Forum Chicago



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