

Step Inside MLB's Game Plan for Smarter 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.



Learn more now

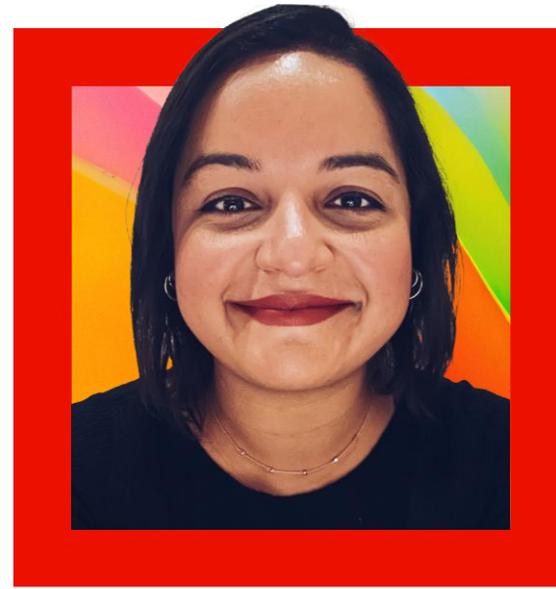


Today's speakers



Will Edmondson

Vice President, Strategy and Insights,
Major League Baseball



Lory Mishra

Principal, Product Marketing,
Adobe

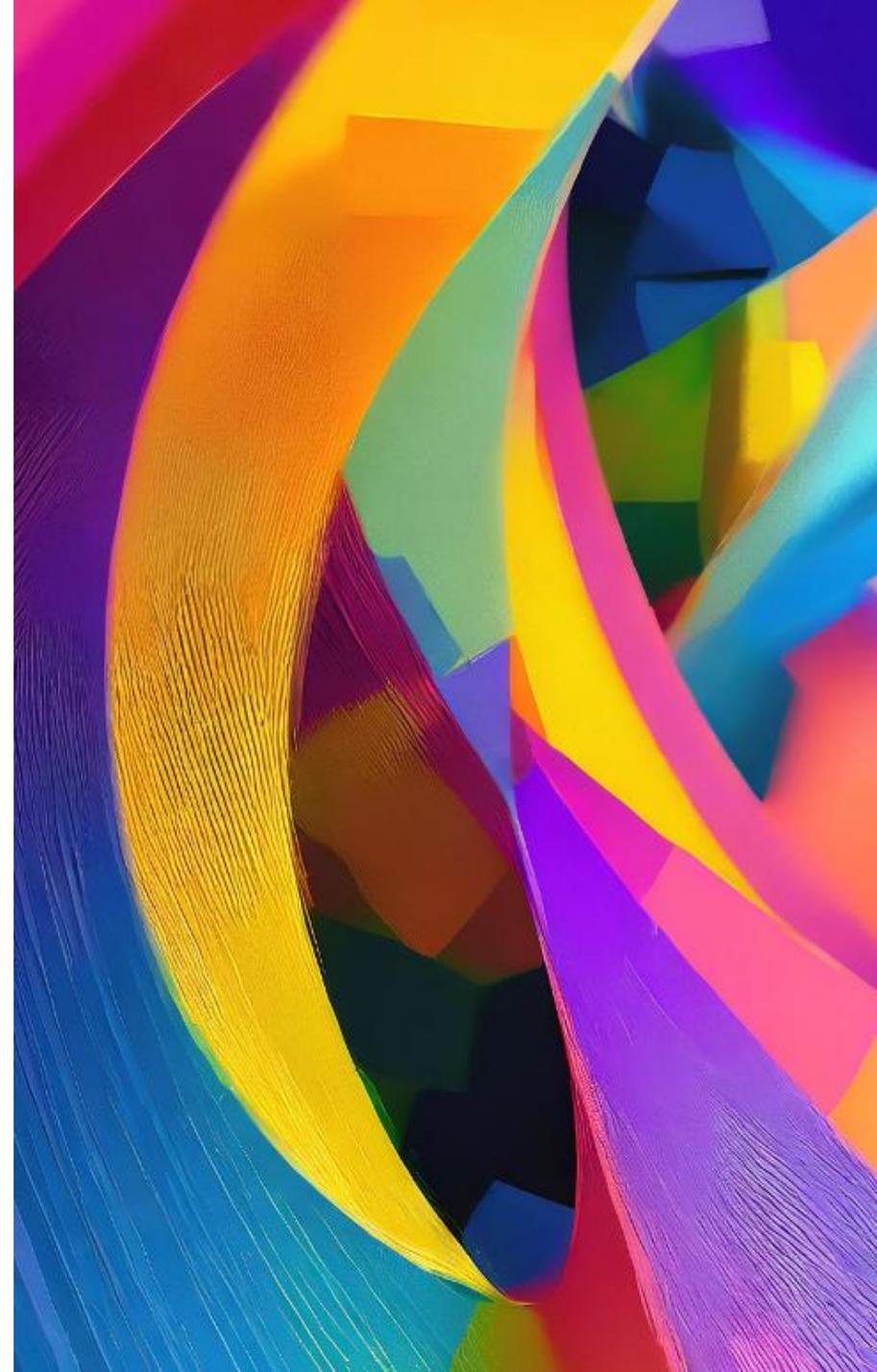
Agenda

- Effective customer acquisition

- How MLB approaches acquiring and retaining fans

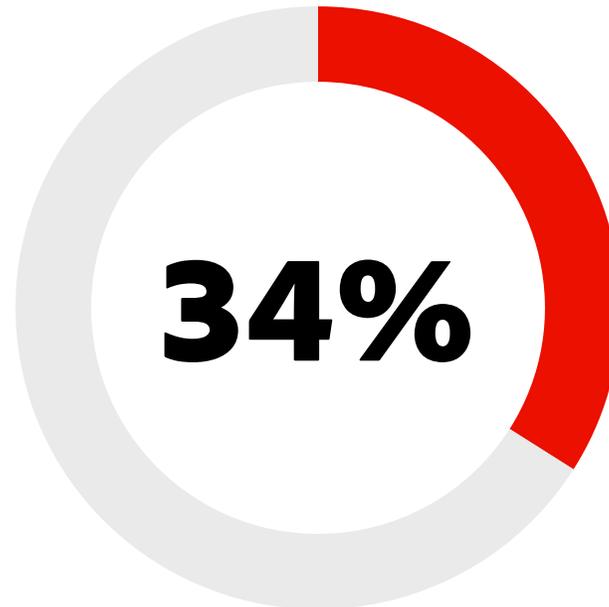
- Key Adobe capabilities to maximize customer acquisition impact

- Q&A and resources



Time to shift the narrative

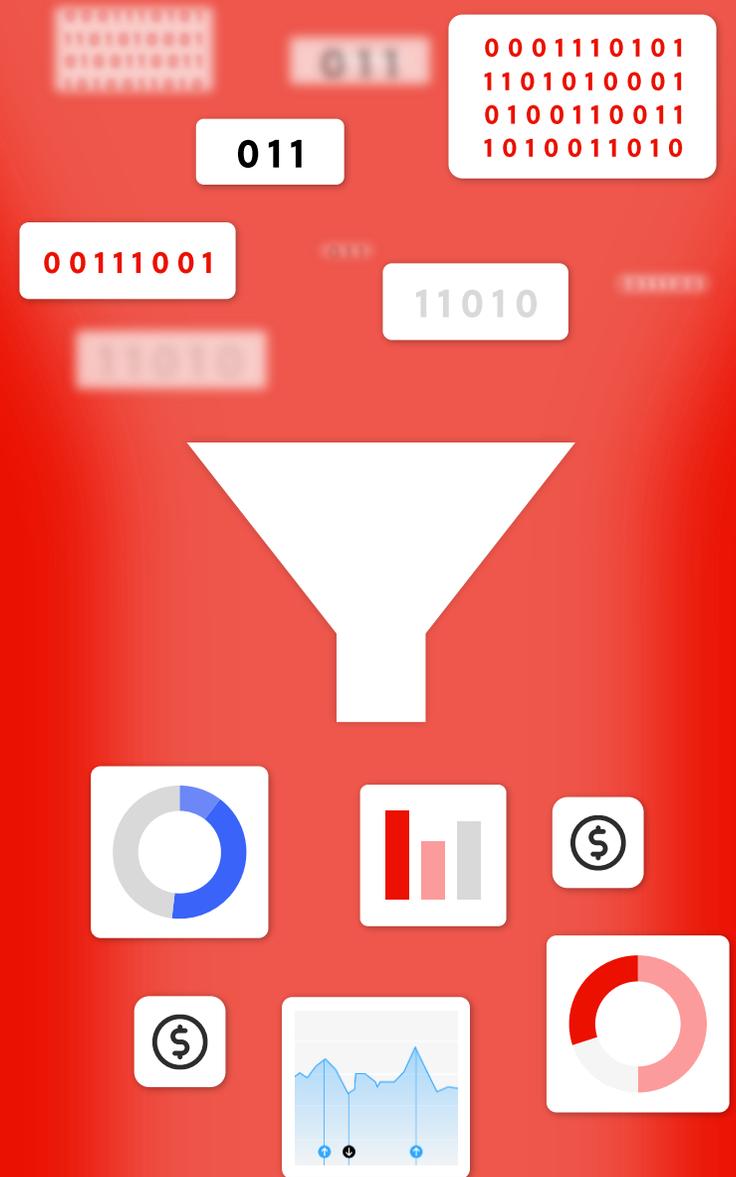
In 2024, 47% of CMOs are more likely to report that their companies view marketing as a cost center rather than a profit center – up 8% from the 2023 Gartner survey.



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



Businesses need to develop three key capabilities to acquire and engage customers



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@mailtook.com
Birth Date: 07/04/1989
Mobile: 07855 415 541

Maggie R.
Email: mmr@quickmail.com
Relevant channel: Facebook, Instagram
Birthdate: 24 June 1993
Mobile: 07923 562 374

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



Will Edmondson

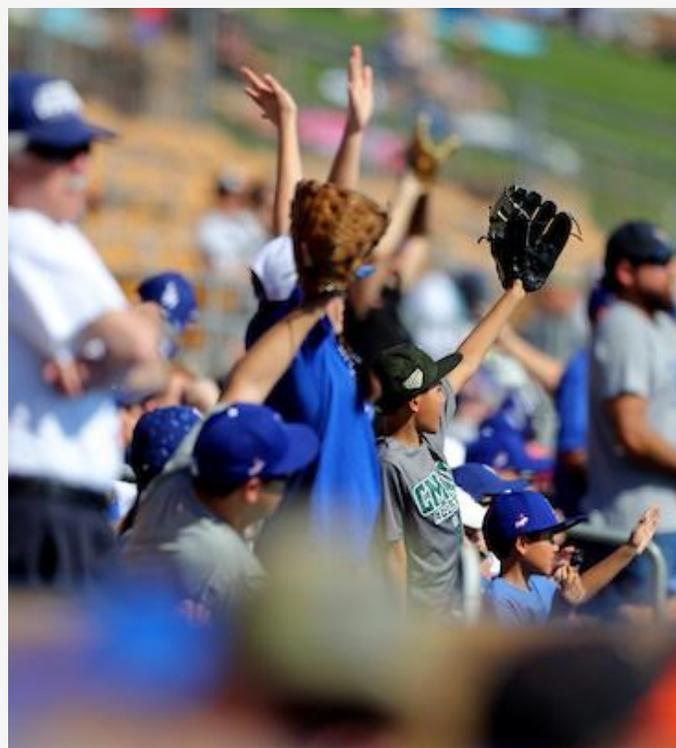
Vice President, Strategy and Insights,
Major League Baseball



Driving innovative fan acquisition strategies

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

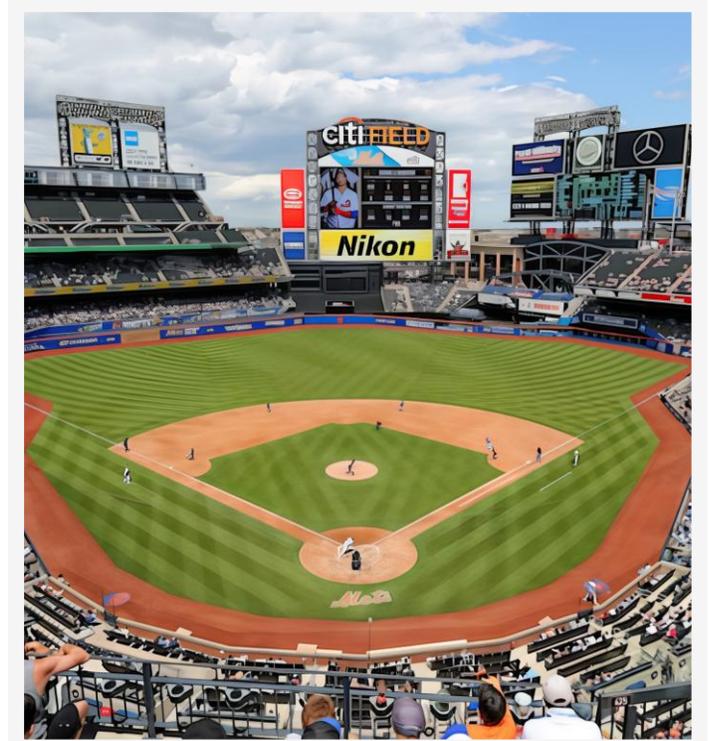
Bringing fans to the ballpark



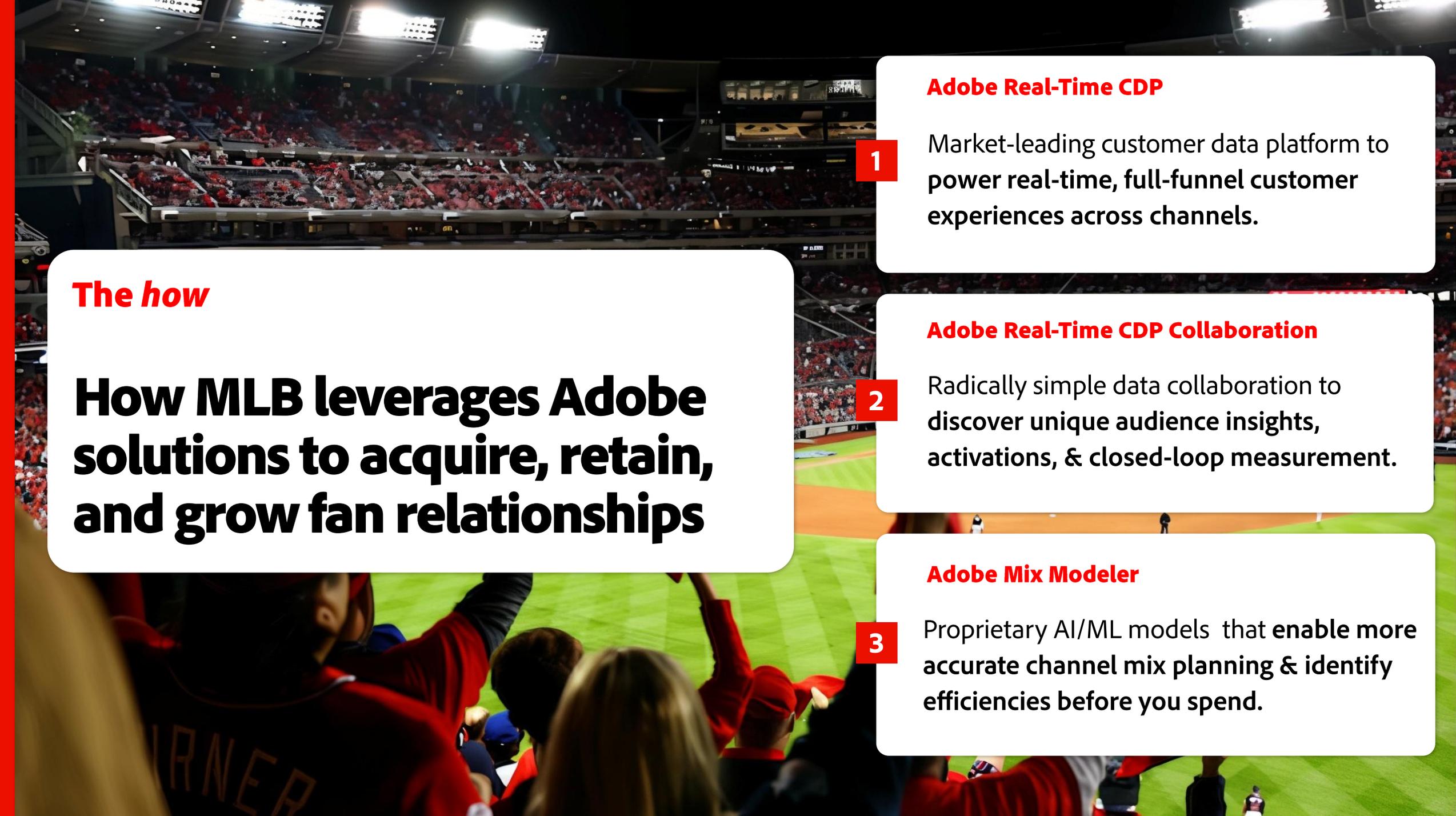
Meeting fans where they are



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

Market-leading customer data platform to power real-time, full-funnel customer experiences across channels.

2

Adobe Real-Time CDP Collaboration

Radically simple data collaboration to discover unique audience insights, activations, & closed-loop measurement.

3

Adobe Mix Modeler

Proprietary AI/ML models that enable more accurate channel mix planning & identify efficiencies before you spend.

Where MLB is going next: partnership opportunities



Advertising for reach



Joint loyalty activations



Deepening the relationship

The screenshot shows a user interface for 'Real-Time CDP Collaboration' within 'Collaboration Org 1'. The user is logged in as 'Publisher'. The main content area displays a 'Connect' section with a plus sign icon and two links: 'Discover collaborators' (underlined) and 'My connections'. Below this is a profile card for 'Major League Baseball'. The card features a large image of a baseball field at night with the MLB logo overlaid, and a smaller profile picture icon. The text on the card reads: 'Major League Baseball (MLB) is a professional sports league in the United...'. Below the text is a 'Digital media' tag. At the bottom of the card are two buttons: 'View publisher' and 'Connect'. The interface also includes a left sidebar with navigation icons and a top right corner with help, notifications, and menu icons.

Home Run

Acquire customers & turn them into lifelong fans



Lay the data foundation with a robust customer data strategy

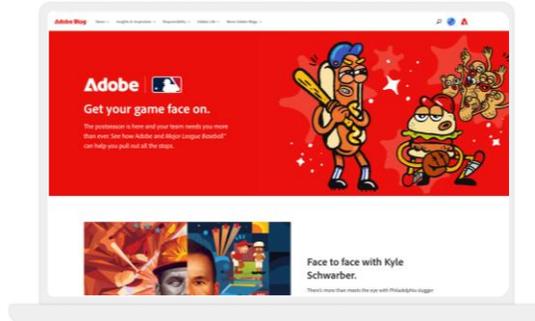


Expand impact through strategic, privacy-first data collaboration

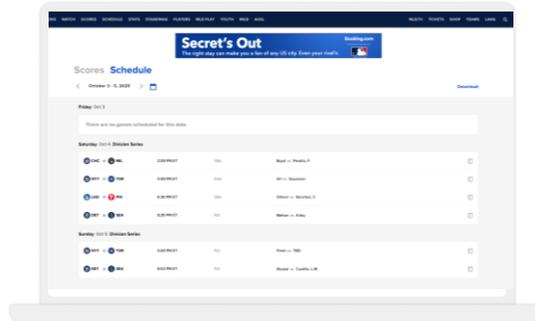


Measure continuously and optimize marketing mix strategy frequently

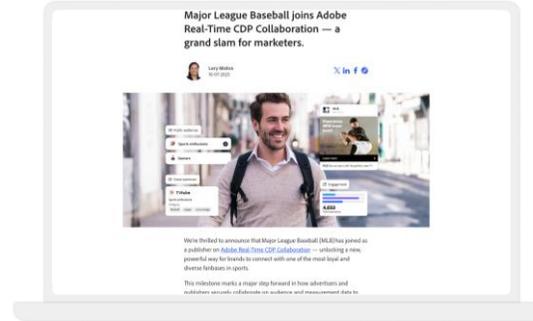
Related resources



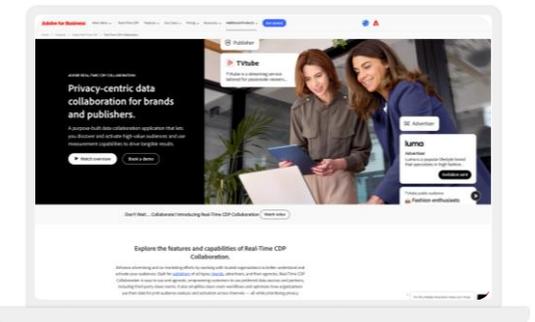
[Adobe | MLB: Get your game face on.](#)



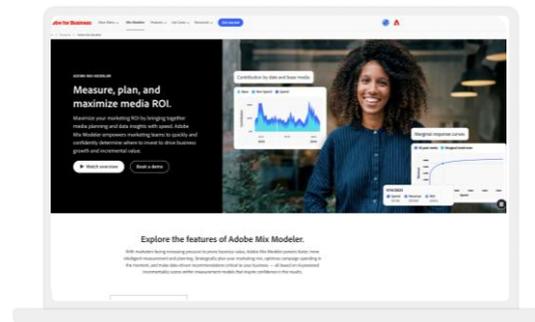
[Upcoming MLB game schedule](#)



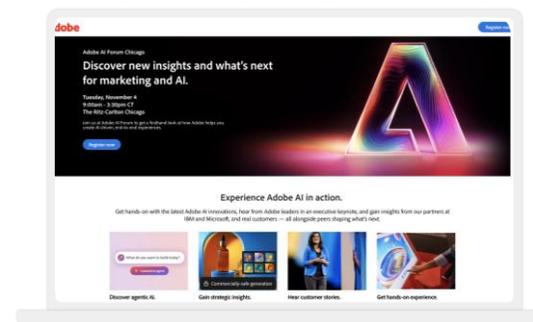
[Major League Baseball joins Adobe Real-Time CDP Collaboration.](#)



[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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