WORKSHEET

Data collection worksheet for media & entertainment organizations

Use this guide within your internal team(s) to successfully collect and activate fan zero-party data.

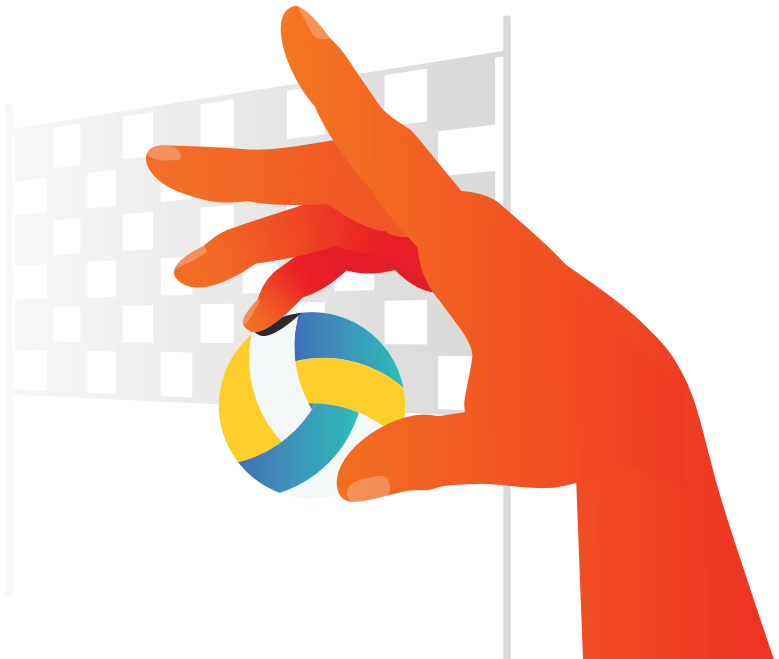
1. Document desired outcome(s)/business goal(s).

Be clear about which desired outcomes you want to focus on by changing fan behavior. (More single-ticket purchases, more renewed seasons, increased sponsorship, increased in-game per caps, etc.)

Be sure to keep in mind how the business goals will jive with fan priorities, needs, and wants.

2. List top fan segments to start with.

Get specific on all qualifiers including demographics, past purchase activity, and lifecycle stage.



3. List the data you need from your top fan segment to achieve your desired outcomes.

Include implicit, explicit, first-party, and zero-party data considerations.

4. Audit and revisit the data you already have.

Consider if any of your desired outcomes can be addressed with data you currently own, possibly through breaking down silos or improving data centralization.

5. List specific tactics and channels for collecting new fan data.

Plan out which tools (e.g. quizzes, surveys, progressive profiling) and channels (e.g. web, email, mobile, social, XC) your fans are most likely to respond to.

6. Add personal touches.

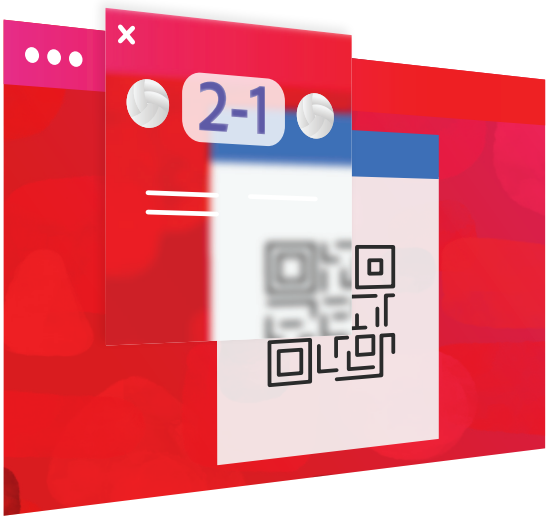
Think about ways you can use personality to augment the digital dialogue and maximize large-scale conversion. Be creative. Be human.

7. Heavily consider the value exchange.

Think about it from the fan perspective. Are the incentives (personalized recommendations, saving money/time, testing knowledge, gaining access, etc.) worth the data you're asking for?

8. Pace data collection cadence.

Maintain a balanced relationship with your fans. Being intrusive or annoying can get in the way of sales conversions.



9. Map out a plan for activating the data.

Be specific about how you're going to activate your data, either through existing technology, or — if you've identified gaps and missing features — new technology (e.g., RTCDP, fan journey optimization). Remember, the data is worthless unless you can use it in a meaningful way.

10. Measure, test, and make adjustments.

Make sure you're constantly striving to find the best forms of data collection. Ideally, this will be augmented by technology that can orchestrate data collection and journeys at the individual fan level instead of static mass segmentation.

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