

Optimizing Performance

- on and off the course -

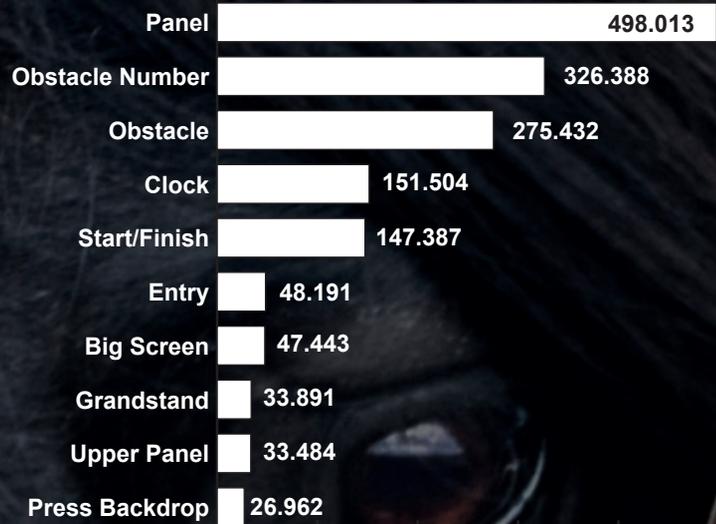


As the long-standing data and research partner of the **FEI** we pride ourselves on delivering insights and data solutions as sophisticated as equestrian sport itself.

1 Successfully identify and manage the changes in media consumption to your benefit.

Event-Tracking compiles all TV, OTT, Online, Social Media and Print coverage data. Track performance trends & identify the best opportunities for improvement.

- Provide your sponsors with more visibility
- Assess the value and visibility of whole events down to individual logo placements



2 Use your investments in social media to develop a digital presence that truly serves your sport and your targets.

How can you best reach your fans? Use social media to attract commercial partners? And what are your competitors doing?

➔ We measure how much interest your content is generating on your owned channels as well as 3rd party channels - and show you how to maximize it.

REVIEW OF PERFORMANCES

Strengths and weaknesses of your owned channels

RANKING & BENCHMARKING

Ranking by key KPIs, comparison with your competitors

ASSESSMENT OF OWNED CHANNELS

Number of followers, growth, etc.

FAN & CONTENT ANALYSIS

Fan demographics, content review, event traffic, viewer retention, etc.

STRATEGIC RECOMMENDATIONS

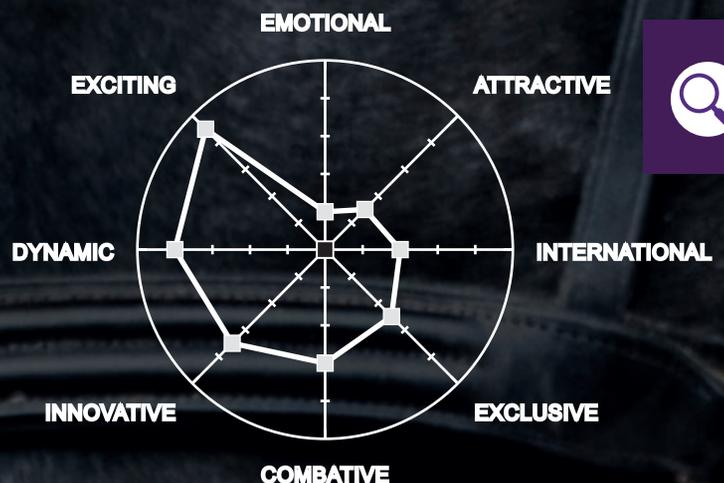
Paid media, campaigns, hashtags, influencers, etc.

3 Understand the equestrian markets that are relevant for you and how to activate them.

Into the minds of the audience: market research lets us view events, the sport, the athletes and sponsors through their eyes.

- What qualities do your fans associate with equestrian sport in your country?
- Is your audience aware of your sponsors and partners?

In depth fan profiling: from basic demographics to consumer habits to values such as the importance of sustainability. Who are your fans really?



4 Ensure that the live-event experience fulfils the needs of your fans as well as local and national sponsors.



FACILITIES

ACCESSIBILITY



SPONSOR AWARENESS

SAFETY



Ask the attendees! Our experienced team collects contacts on-site without interrupting the live experience. Questionnaires are then completed by participants online after the event to ensure accurate recall values.

5 Economic Impact - who is coming to your events and how is it benefiting the host region / city?

All the details: where did the fans come from? How much money did they spend? How much business was generated for the host region? And what do your sponsors have to gain from the generated contact with them?

6 Understand your fans as consumers and use the knowledge to attract the right partners.

The perfect match: same values, compatible customers / fan groups, fitting characteristics. We use big data solutions to make highly customized recommendations - which brand, which industry and which product is best suited for a win-win sponsorship engagement.

CONTACT

If you are interested in commercializing your events, optimizing your sponsorship engagements or improving your digital presence - come talk to us!



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INTELLIGENT RESEARCH IN SPONSORING
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