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JUNE 2021

Delivering actionable results to corporate partners:

How the Vancouver Canucks used the StellarAlgo Customer Data Platform to identify and engage fans for a premier sponsor

Background: Vancouver Canucks x StellarAlgo Partnership

> Since 2017, the **NHL's Vancouver Canucks** have been an active **StellarAlgo partner and champion** of using data to achieve a **holistic single customer view** of their **passionate fanbase**.

With more than **1.6 million fans** in their known universe – and with interactions spanning across a dozen different data sources – the **Canucks' Customer Data Platform (CDP)** is the club's central hub for **understanding, activating,** and **monitoring** their fans. From **transactional and behavioral interactions** to **demographic data points** such as **age, generation, ethnicity**, and more, the Canucks use their CDP to **measure campaign attribution, engagement, avidity,** and **overall customer lifetime value**, and help them to better understand, connect with, and nurture their fans.

While their CDP has been at the heart of the club's analytics, marketing, and sales teams – for both strategic and tactical assignments – for the past several years, the

Canucks' have continually sought new ways to use the platform to support their data-driven customer engagement strategy.

> In March 2021, the club began to explore opportunities to use their **CDP** to **glean valuable insights** into their activation strategy for **corporate partnerships**.

Activating Toyota and the Canucks Corporate Partnerships Group

As a veteran sponsor of the Vancouver Canucks, Toyota was identified as an ideal candidate to illustrate how valuable the Canucks' powerful data asset truly is, and how the detail and insight provided by the Canucks' CDP could serve their corporate partners in a more meaningful way. For Toyota, this proved to be the right time to move from a broad, association-based sponsorship agreement – with arena signage, generic digital ads, and fan surveys – to a **more targeted ROI-driven approach**. Utilizing Toyota's activation budget to launch an exciting new lead generation campaign, the Canucks worked with representatives from Toyota Canada, as well as Toyota regional dealers, who **identified 3 distinct customer personas** they were looking to reach in the Vancouver market – individuals whose behaviors and interests made them most **likely to make a sales inquiry, take a test drive, and ultimately purchase a Toyota vehicle.**

3 DISTINCT CUSTOMER PERSONAS TOYOTA WAS LOOKING TO REACH

With just two months remaining in the Canucks' 2021 season, there was a need to move quickly to identify individuals in the Canucks known fanbase who aligned with Toyota's target customer personas and then execute the campaign. As the central hub for their fan data, the Canucks used their CDP to identify how their known fans overlapped with the personas outlined by Toyota, as well as to build and monitor

relevant audiences and measure campaign performance for all outreaches sent across a variety of channels.

How StellarAlgo's Customer Data Platform Enabled a Targeted, Data-Driven Campaign Approach

> As a **long-time trusted advisor, StellarAlgo** collaborated with the **Canucks** and **Toyota** to support the quick turnaround required for this project.

Beginning with the **Canucks fanbase of more than 1.6 million known fans** – which was already available in the Canucks' CDP – the Customer Success team at StellarAlgo conducted an **overlap exercise using the ideal target personas** provided by Toyota. These personas were based on **psychographic and demographic traits that StellarAlgo mapped to the fan purchases, engagement, and demographic data available in the Canucks' CDP**; this existing **wealth of data** provided **essential insights** that enabled the Customer Success team to **map to consumer priorities, brand loyalty, lifestyle, and discretionary spending**.

Once those key audiences and data points were established, StellarAlgo appended more specific Canucks x Toyota data: first, the Customer Success team conducted a survey using key questions to help **further define the psychographic traits** outlined in the customer personas provided by Toyota; second, StellarAlgo and the Canucks worked with Toyota to bring together the outcomes from prior Canucks x Toyota surveys to **help identify past individual fans who proved to be high quality leads** for Toyota. With these specific Canucks x Toyota data points in place, StellarAlgo was able to **validate and refine the persona mapping exercise**.

15

CUSTOMER SEGMENTS CREATED USING THE CDP'S COHORT BUILDER ACROSS A GRADIENT OF MATCH CONFIDENCE

With the persona mapping exercise complete, the Canucks and StellarAlgo used Customer Data Platform to **build 15 customer segments** based on Toyota's 3 target personas across a gradient of match confidence. These segments received an invitation to enter to win a Toyota vehicle, via various channels, including **email, Facebook, and Instagram**. Finally, the Canucks team used UTM codes, web pixels, and a contest-entry landing page to track the performance of these 15 segments. Canucks fans who opted-in to receive Toyota communications via these targeted campaigns were **matched to one of the 15 customer segments** built previously; this enabled the Canucks to report back to Toyota on the **geography, demographics, and behaviors of fans who were identified as most likely to make a sales inquiry, arrange a test drive, and potentially purchase a Toyota vehicle**.

Measuring Performance and Next Steps

> The project, and its **data-driven approach**, was **wildly successful**: the **campaign identified over 24,000 marketable persona matches** in the Canucks' data – which included more than **5,000 top-tier matches** and generated **3,350 lookalike matches**.

Of those who received the campaign, **more than 2,700 Canucks fans opted-in to receive future Toyota communications**. Email marketing drove the highest engagement for this campaign – with an **engagement rate of more than 40%** – while **Facebook** accounted for the **highest social engagement at 20%.** Details gleaned from these interactions surfaced new information for both the Canucks and Toyota, including the discovery that fans engaging with the Toyota campaign were more

ethnically diverse than the average Canucks fan, and also that they trended younger than the average Canucks fan. Only one-third of fans who engaged with the targeted campaigns were past ticket purchasers, meaning the Canucks successfully connected with a new segment of their fanbase. When all was said and done, the personas targeted over the course of this two-month campaign resulted in a **conversion rate that was as much as 5x higher than that of the standard Canucks audience**.

The **survey data** and **engagement metrics** that came out of this campaign continues to live within the **Cohort Analyzer** – another key feature of the Canucks' Customer Data Platform – providing the club with yet another **valuable layer of fan understanding**. Future campaigns, whether focused purely on the Canucks or involving a corporate partner, will greatly benefit from the insights unlocked over the course of this project.

> After the undeniable success of this campaign, the **Canucks' corporate partnership group** has become one more facet of the club to adopt the **Customer Data Platform**, helping them to **better understand and report on the true value of their fan relationships**, whether engaging current sponsors or attracting new ones.

The Canucks' CDP and their partnership with StellarAlgo continue to be critical to strategic and tactical assignments of the Vancouver Canucks organization.

Join the Canucks and the **more than 85 major league teams** who make StellarAlgo's Customer Data Platform the leading choice for managing and actioning fan data

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DELIVERING ACTIONABLE RESULTS **TO CORPORATE PARTNERS**

The Goals

- For the Canucks to use their Customer Data Platform (CDP) to glean new insights into their activation strategy for corporate partnerships
- To harness the Canucks' known universe of more than 1.6-million fans to identify leads matching customer personas identified by Toyota in the Vancouver market

The Strategy

As a long-time trusted advisor, the Canucks worked with StellarAlgo to execute the campaign in the final two months of their shortened 2021 season.

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DISTINCT CUSTOMER PERSONAS TOYOTA WAS LOOKING TO REACH

Individuals whose behaviors and interests made them most likely to:

- Make a sales inquiry
- Take a test drive
- Purchase a Toyota vehicle

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CUSTOMER SEGMENTS CREATED USING THE CDP'S COHORT BUILDER ACROSS A GRADIENT OF MATCH CONFIDENCE

The Results

The data-driven approach of this campaign proved wildly successful. The wealth of data available in the Canucks' CDP provided essential insights that enabled StellarAlgo to map to consumer priorities, brand loyalty, lifestyle, and discretionary spending to identify significant opportunities for both Toyota and the Canucks.

24,000+

MARKETABLE PERSONA MATCHES WITHIN THE CANUCKS KNOWN FAN UNIVERSE

5,000+

TOP-TIER MATCHES AMONG CANUCKS FANS

3,350

BRAND NEW LOOKALIKE MATCHES

UP TO 5x

CONVERSION RATE OF TARGET PERSONAS*

4,450

LEADS ENTERED TO WIN A TOYOTA VEHICLE

2,700+

LEADS OPTED-IN FOR FUTURE TOYOTA COMMUNICATIONS

*Compared to standard Canucks audience

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