

CASE STUDY



Custom Concerts: Connecting individual fans with concerts they love

AEG Presents individually connects with millions of music fans to serve personal concert recommendations that they love. To do this, AEG Presents turned fragmented customer data into precise knowledge about their customers and leveraged this connected customer data to target personalized preferences, automatically and at scale.

CHALLENGE:

Craft a reliable fan profile to know what recommendation to offer when customer data is fragmented, disconnected and across various tools and channels.

AEG Presents promotes and markets all aspects of live contemporary music performance. It is one of the largest live event promoters in the world with more than 10,000 events annually around the globe. Its goal is to offer music fans a live event experience they will love. While booking concerts is an art, targeting music fans with a concert they care about should be a science. But getting to the promise of individualized, relevant marketing was challenging. Here's why:

- AEG Presents works with every combination of venue, from small clubs to large arenas. That requires a CRM tool everyone could use regardless of structure or ownership.
- It must send out, with high confidence, concert suggestions fans will want, which is challenging given the wide and varied interest in music styles and bands.
- Unreliable fan profiles made it challenging to know who to target for a particular concert and which recommendations would most delight fans
- Fragmented, unstructured customer data that lived across various tools and channels compounded the problem.

AEG
PRESENTS



AEG Presents uses Lytics to know and serve individual music fans what they want on the channels they use at high volumes and high speeds.

SOLUTION:

AEG Presents is using Lytics to know and serve crowds of individual music fans the concert promotions they want on the channels they use and do it accurately at high volumes and high speeds.

DISCOVERED A CDP: AEG Presents wasn't sure how to overcome the challenges of scaling. Their journey of discovery led them to the Lytics Customer Data Platform (CDP). A CDP helped AEG Presents see how they could realize the promise of personalized, one-to-one marketing and serve the individual what they love in an automated way, reducing campaign time to market.

WORKED THE DATA TO MAKE THE DATA WORK: Lytics worked with AEG to unify internal data with external data, then mapped the data to achieve content affinity. Incorporating internal tools, AEG Presents connected Lytics to downstream channels to send the right content to each segment.

“We reduce the reach and increase the relevance for each concert and event we market, filling more seats at lower cost, and freeing up ad dollars for higher-cost channels that hit scale.”

ALEJANDRO AREVALO

DIRECTOR OF CRM, AEG PRESENTS

30-40%
improvement
in time to
launch email

“Proper targeting for live events is a game of skill where you map fan profiles against artists profiles to confidently serve up the right concerts. Lytics helps us make that possible.”

ALEJANDRO AREVALO

DIRECTOR OF CRM, AEG PRESENTS

Contributed to
80%
reduction
in time to
market for
ad campaigns

USE CASES AND RESULTS:

With individual fan profiles now built from various data sources and downstream channel data, AEG Presents is on a path to connect to millions of fans personally, at scale, with more efficiency and at a lower cost.

REACH AND RELEVANCE: AEG Presents decreased reach and increased relevance for each event to fill seats at a lower cost. This frees up dollars to spend on more expensive channels that are better at driving large-scale traffic. With help from Lytics, the improved process and efficiencies achieved through automation led to an 80% reduction in campaign execution time.

PERSONALIZATION AT SCALE: With machine learning, AEG Presents is geared up to offer automated personalization at scale. AEG Presents created fan profiles with record artists affinity, so they can segment people based on actual behavior, like past purchases, rather than unreliable aggregated demographic information. This approach to personalization leads the consumer to feel known and understood, which builds loyalty and increases lifetime value.