



THE
POWER
TO KNOW

The New York Mets • A Sports Analytics Story

Our experience with SAS has been fantastic. SAS helps drive revenue and helps make us more productive every day. And we're eager to continue the relationship for the long term just to continue to learn and get better and see what else SAS can help us do.

Lou DePaoli • Executive Vice President and Chief Revenue Officer • New York Mets



It's a brand-new ballgame with analytics

1-to-1 fan engagement offers a home run for the New York Mets

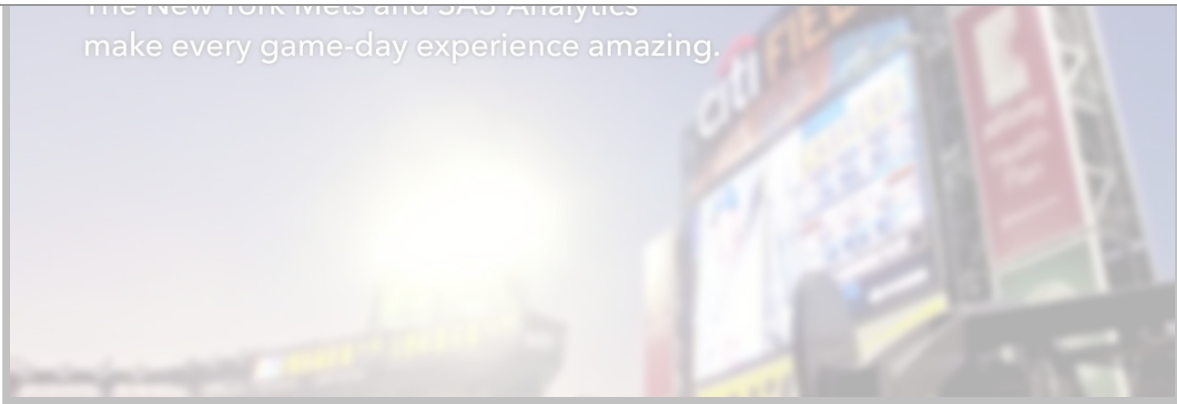
From the minute you enter Citi Field and see the names of New York Mets fans etched in the brick walkway, you know that every detail of this ballpark has been built with the fans in mind.

“In a few hours we’re going to have 40,000 fans right outside this window cheering for the Mets,” said John Morris, the Mets’ Executive Director of Business Intelligence and Analytics, before a recent game. “That’s a product that everyone in this building delivers. And everyone here takes a very proud sense of ownership of that product.”

From college students in stadium seats to VIPs in executive suites, there’s a seat at Citi Field for everyone. And the Mets business team uses analytics to help build the ideal fan experience based on each fan’s budget, needs and lifestyle.

“SAS helps us leverage our staff, and it helps us leverage our messaging tools to deliver the right message to the right fan,” said Morris. “At the same time, SAS allows us to report the success of those campaigns to our owners and managers. SAS allows everyone here to punch above their weight.”

Watch the video to hear more from Mets fans and managers.



Did you know... the Mets are a small company?
"We've a very big brand, but we're really just 200
people."



John Morris • Executive Director of Business Intelligence and
Analytics

The bases are loaded with fan data

SAS captures data from Mets telephone, email and TV marketing campaigns, plus transaction data from millions of ticket and merchandise sales every season.



someone who only comes to one game,” explains Lou DePaoli, Executive Vice President and Chief Revenue Officer. “And then you can build your platform targeted toward those people. Being smarter marketers makes us a lot more efficient on the back end.”

How do you get fans to come to one more game, purchase one more item online, watch one more game on TV or follow the Mets on one more social media channel? And how do you reactivate fans who haven’t attended a game in a long time? According to DePaoli, analytics helps find those answers.

I remember them winning back in '69, and then back in '86. My love for the Mets will always be there. Citi Field gives you the effect of bringing the whole family and the whole community together. Whether we're last place or first place, I am a diehard Mets fan.

Harold Maldonado · New York Mets Fan

Swinging for the fences with data visualization

Everyone at the Mets – from analysts and sales associates to executives and owners – views sales and revenue reports through a simple, mobile-friendly dashboard.



says DePaoli.

“SAS Visual Analytics is really the workhorse of the organization,” says Morris. “It allows us to take the output of our data warehouse and display it across multiple constituencies inside the organization. Being able to take the temperature of the organization from wherever you are or whatever you’re doing allows us to go home at night.”

How are your favorite teams using analytics?

From ice hockey and rowing to baseball and basketball, teams around the world are using analytics to score fans and win competitions. Meet five analytically driven teams, and learn how to turn their successes into wins for your organization.

[Download the e-book now](#) >

Grand slam analytics

Even in the modern era of targeted online marketing, the Mets have found continued success through telephone marketing campaigns when they apply analytics to fan data.

“We have seen a 20 percent lift in our cold lead conversions,” says Morris. “SAS delivers the best models.”

For example, Morris describes one decision tree that tells what to offer to each fan based on number of tickets bought, types of games attended, money spent and more.

With this level of insight, the Mets know more about their fans than ever before, and they're using that information to keep fans coming back game after game and season after season.



season ticket holder Jessica Ticino. "Citi Field is above and beyond. I just love the energy here. You want the stadium to love you as much as you love it."

One winning goal. Endless opportunity. Find out who else is using SAS® for sports.



Boston Bruins

Six-time Stanley Cup champion Boston Bruins turned to SAS technology to keep fans fired up.



Orlando Magic



kt wiz

Korean professional baseball team hits fan experience
out of the park.



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industry.

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