Email from client:

Dear Emmanuele, Frederik and Gavin,

It was a pleasure to meet with you at the conference that we attended last week. We enjoyed speaking with you and are interested in taking next steps in order to determine whether we can work together on one of our new initiatives.

Further to our conversation, we are interested in harnessing the power of data and analytics to increase the effectiveness of our street team outreach, which is an important part of our marketing efforts focused on maximizing fan attendance at the New York Red Bulls soccer home games.

From March to October, the New York Red Bulls plays 34 regular season games, with 17 home games played at Red Bull Arena. We are actively seeking ways to improve the awareness and outreach of NY Red Bulls soccer beyond the current fan base.

To this end, we deploy our street teams at the entrance to subway stations. The street teams collect email addresses and those who sign up are sent discount vouchers which can be redeemed at any regular season game held at Red Bull Arena.

We would like to engage your firm to use MTA transit data, which I'm sure that you know is available freely from the city, to help us optimize the placement of our street teams, such that we can gather the most signatures, ideally from those who will attend soccer games.

The ball is in your court now, do you think this is something that would be feasible for your

group? From there we can explore what kind of an engagement would make sense for all of us.

Best,

Bob and Mary,

New York Red Bulls