



Adobe Challenge – 2019 (MLB)

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Objective

The goal of our analysis is how MLB create a in-stadium experience, improve online experience to audience, understand site performance.

- Areas of Interest
- KPI's (Visits, Avg. Time spent on Page, AOV)
- Recommendations

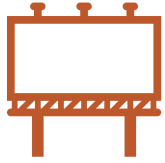
Timeframe for Analysis*

11/1/2018 – 10/31/2019

This includes :
(Off Season) +
(Playoffs) +
(World Series)

*Source: [MLB 2019](#) [MLB 2018](#)





MLB Audience



MLB Online
Experience



Page Analysis

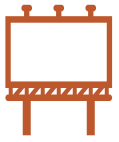


Video On-demand Views

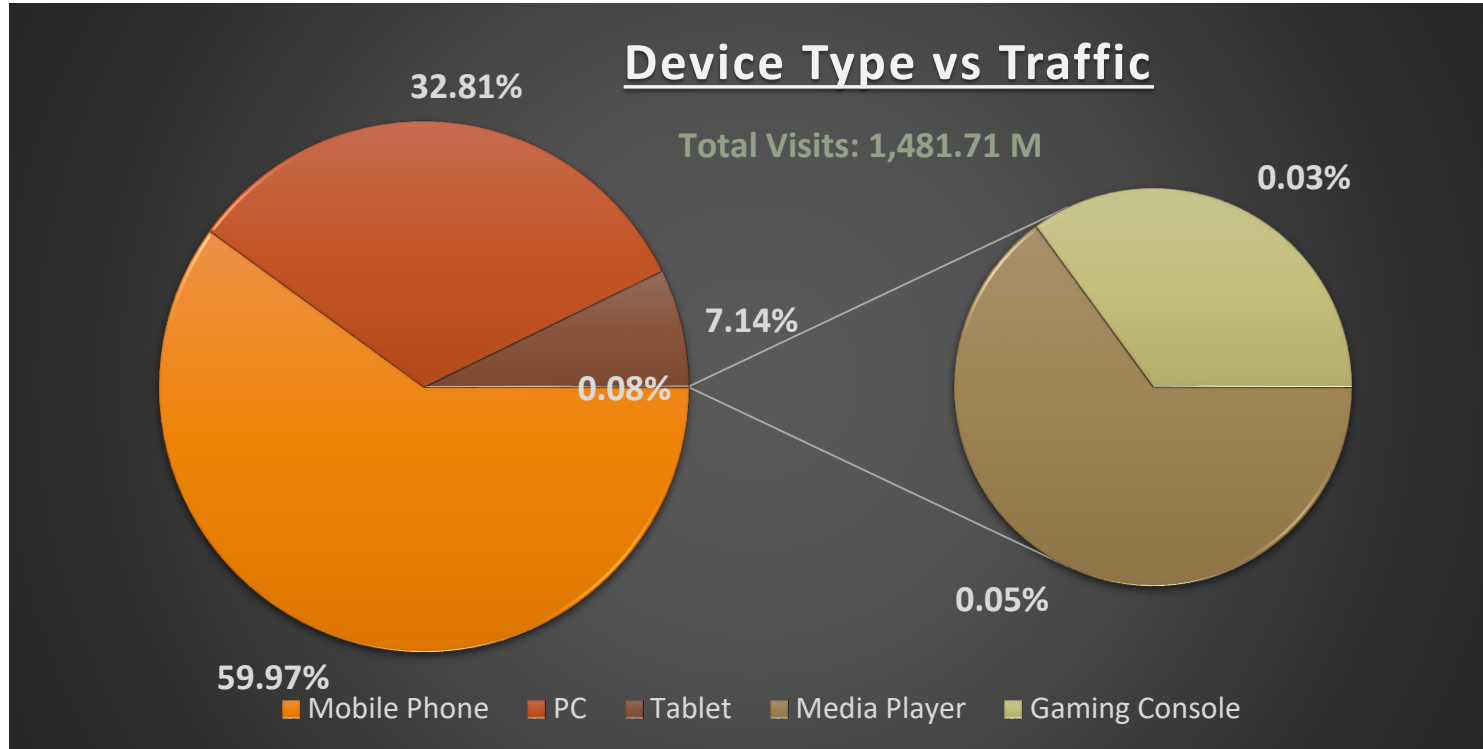


Ticket Purchases

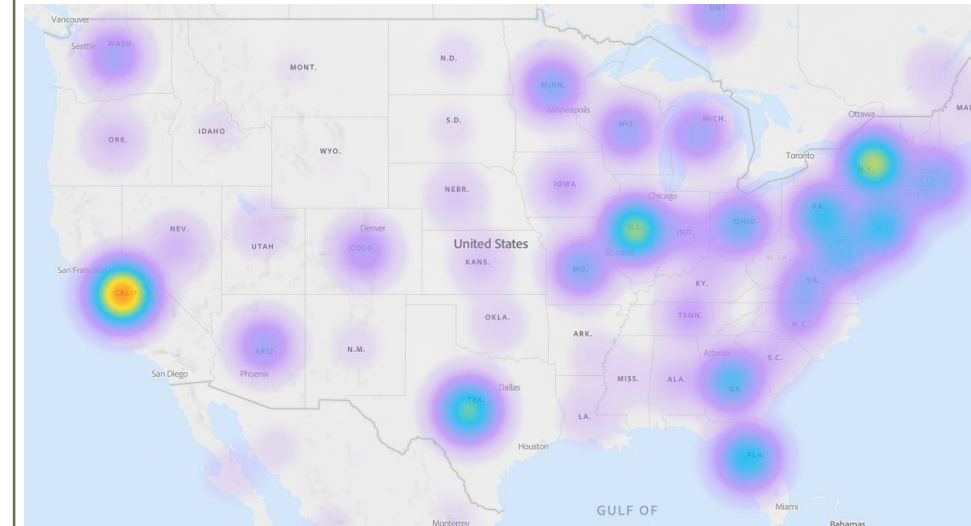
Areas Of Interest



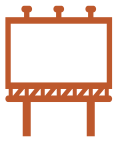
MLB Audience



States generating highest mobile traffic



❖ Mobile, PC, Tablet – accounts for most traffic to MLB.com

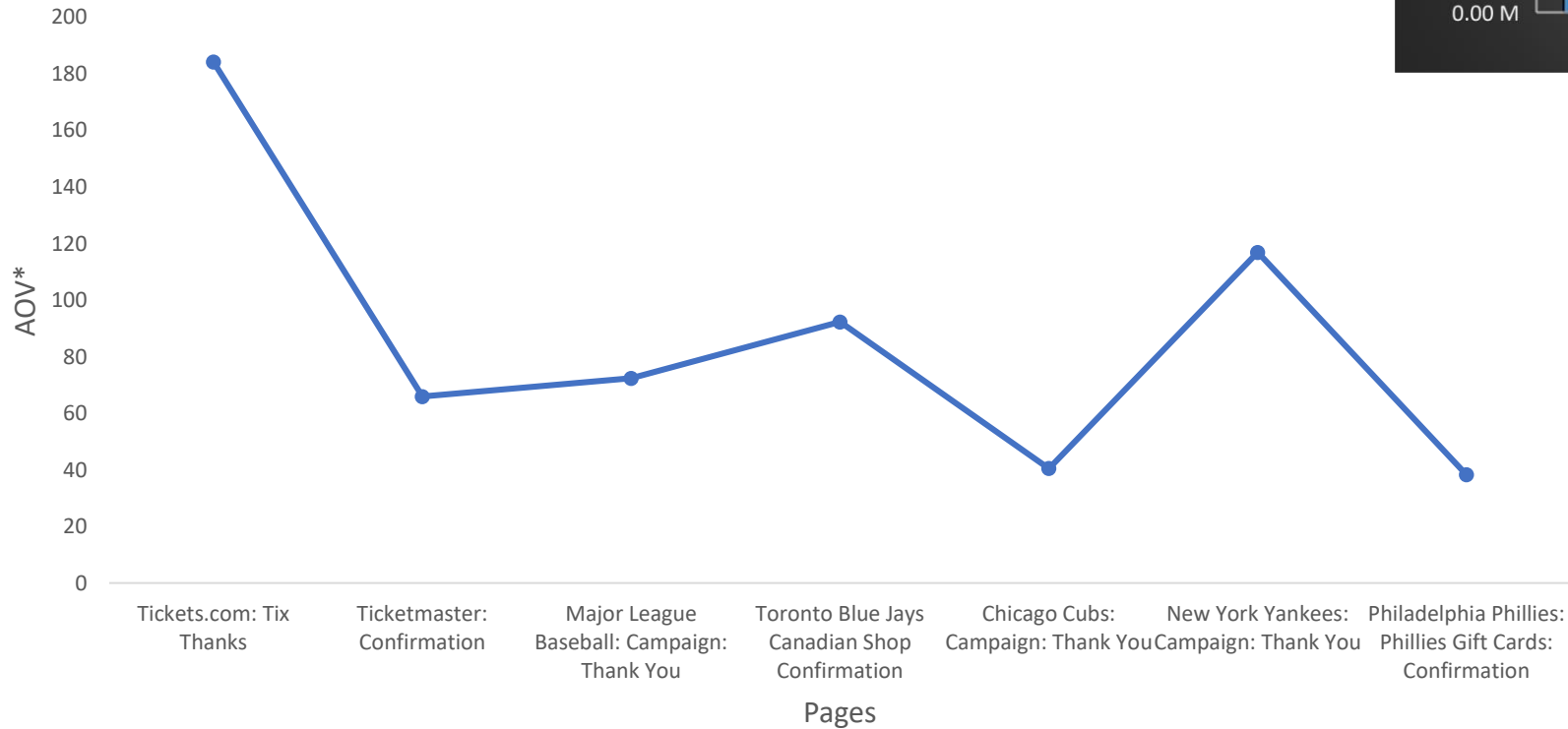


MLB Audience

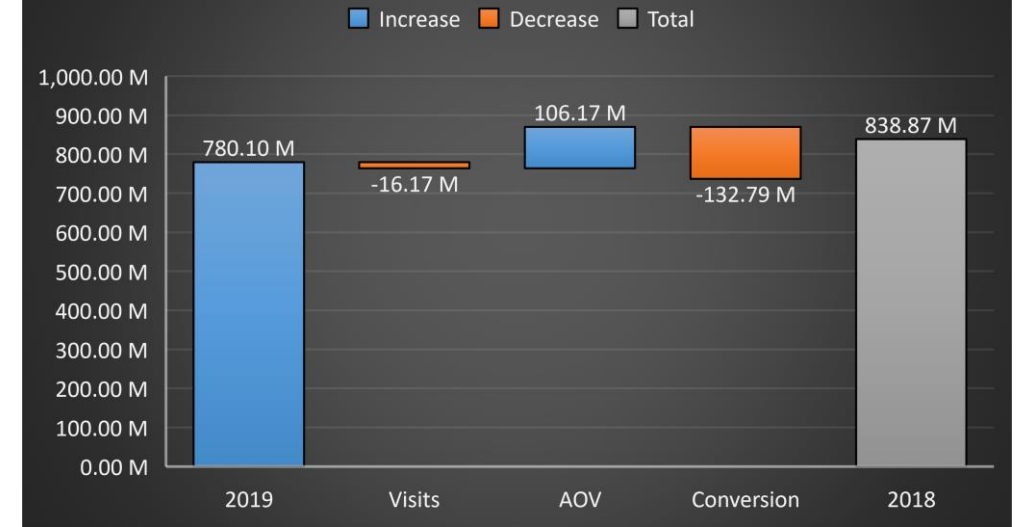
❖ Visits, Conversion generated a decline in revenue

❖ Tickets.com, Ticketmaster pages are more profitable compared to MLB pages

AOV vs Pages



Revenue Water Fall



Recommendation

❖ MLB must consider investing on referrer sites (tickets.com, ticketmaster)

*AOV = Revenue/Orders



MLB Online Experience

During Jun'19 – Sep'19

- ❖ Pages with less load times are having more visits
- ❖ Page load time has impact on audience's online experience

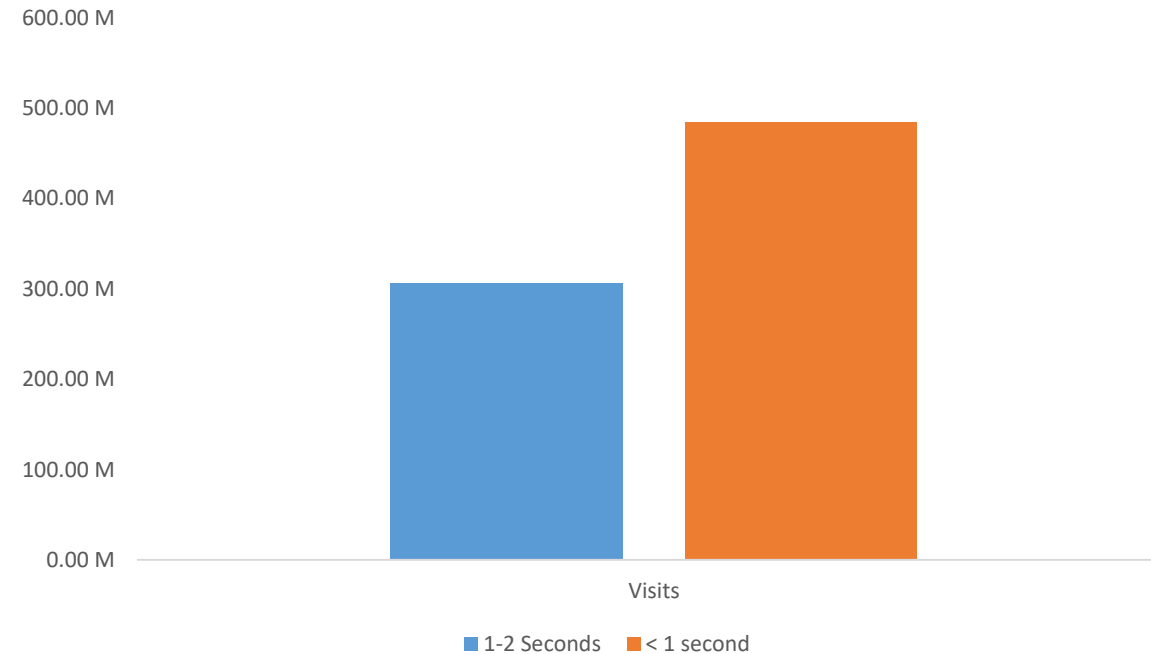
Average Page
Views/ Visits

4.95

Average
Visits/ Visitor

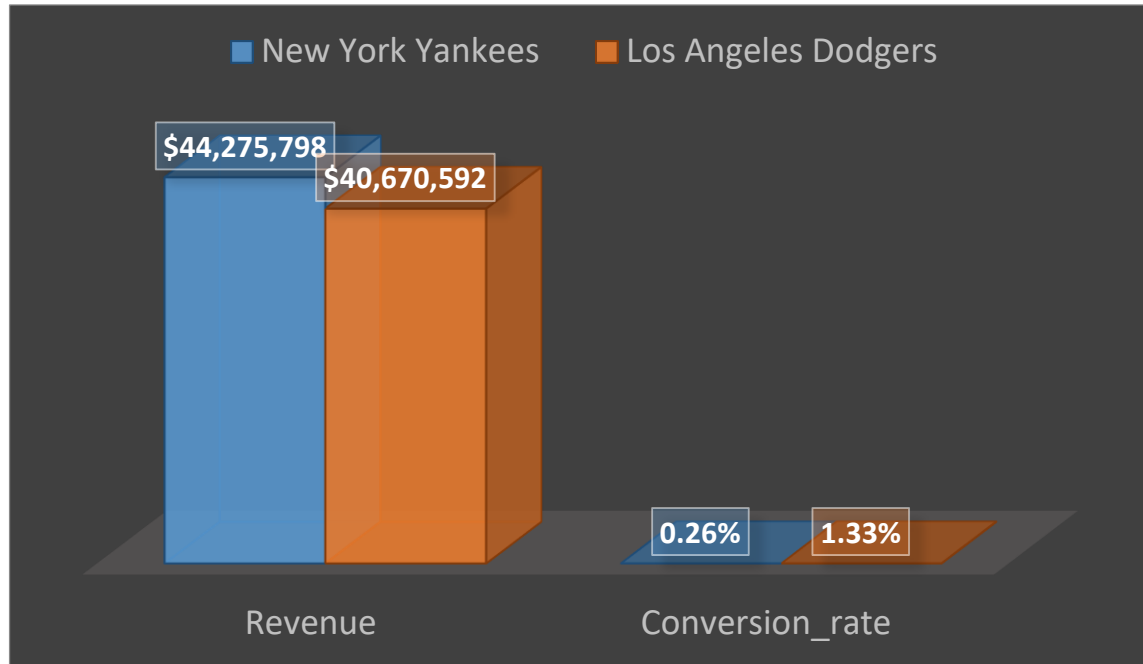
3.70

Page Load Time vs Visits

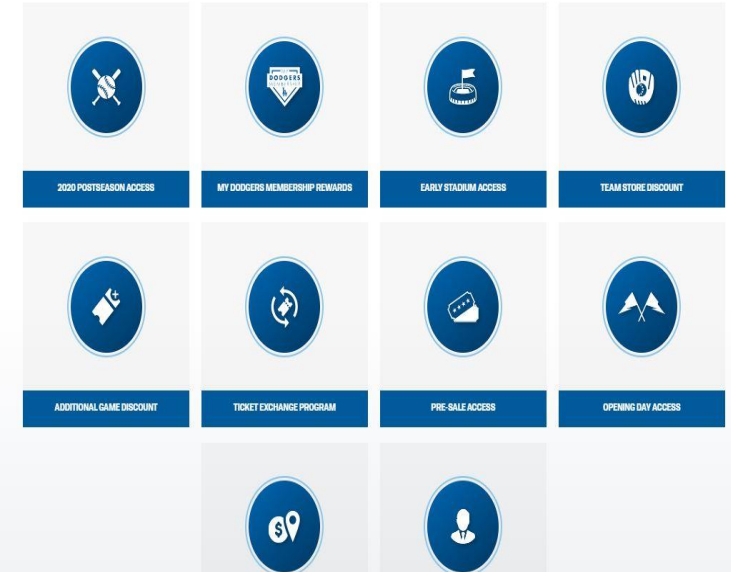




MLB Online Experience



- ❖ Combo Plans,
- ❖ Plans Comparison,
- ❖ Page Load times, Effects visitors online experience and effects conversion rate.



FULL SEASON // ALL GAMES

HALF SEASON // 40 GAMES

QUARTER SEASON // 20 GAMES

2020 Home Games
Opening Day Tickets
Pricing
Postseason Access
Exclusive Seating Options
Access to Tribe Rewards
Team Shop Discount
Flexible Ticket Exchange
Priority Access to Exclusive Events
Extended Payment Plan
Terrace Club Discount

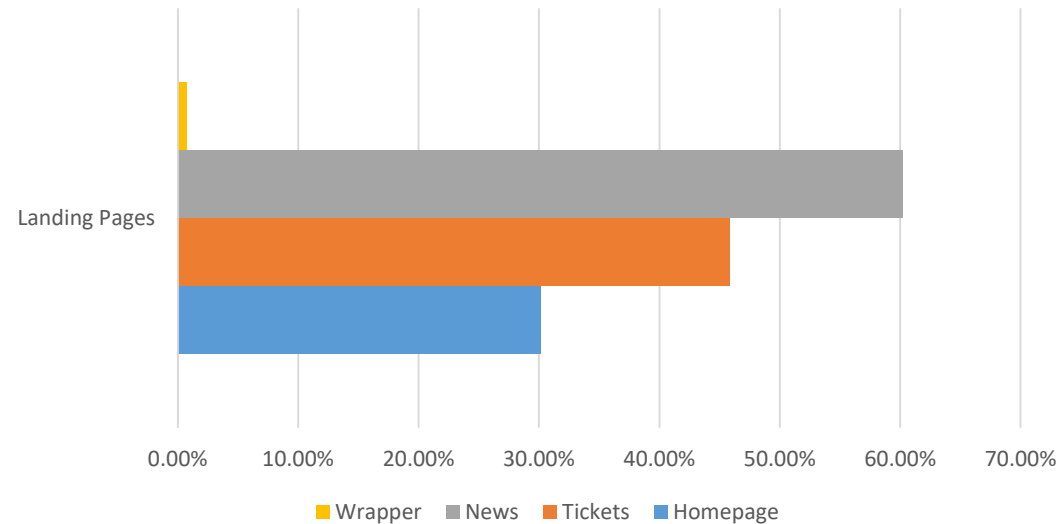
All Games
Guaranteed
Starting at \$160*
Full Postseason Strip
✓
✓
✓
✓
✓
✓
✓

40 Games
Pre-Sale Access
Starting at \$80*
Full Postseason Strip
✓
✓
✓
✓
✓
✓
✓

20 Games
Pre-Sale Access
Starting at \$40*
Pre-Sale Access
✓
✓
✓
✓
✓
✓
✓

Page Analysis (News Article)

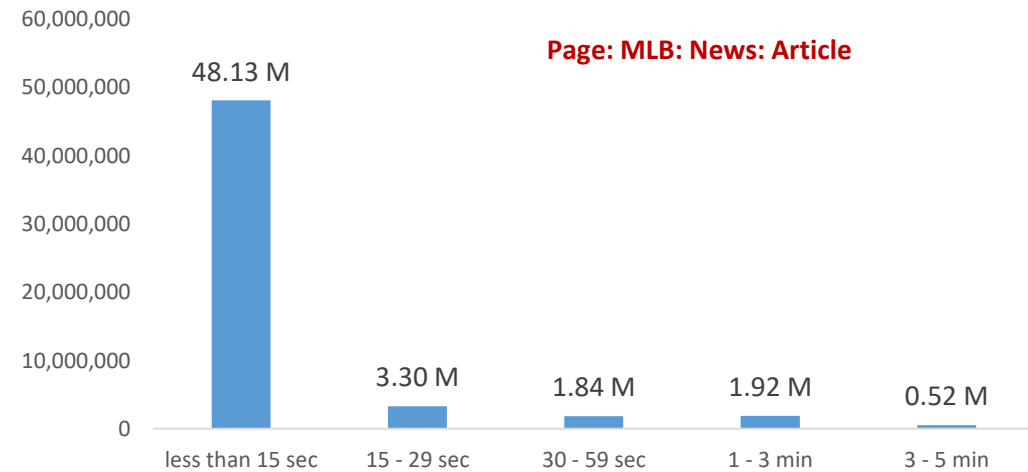
Exit Rate from Landing Pages



Recommendation

- ❖ Based on low time spent on news section :
Use carousel view of news which can increase viewers to glimpse.

Time spent on page vs Page views

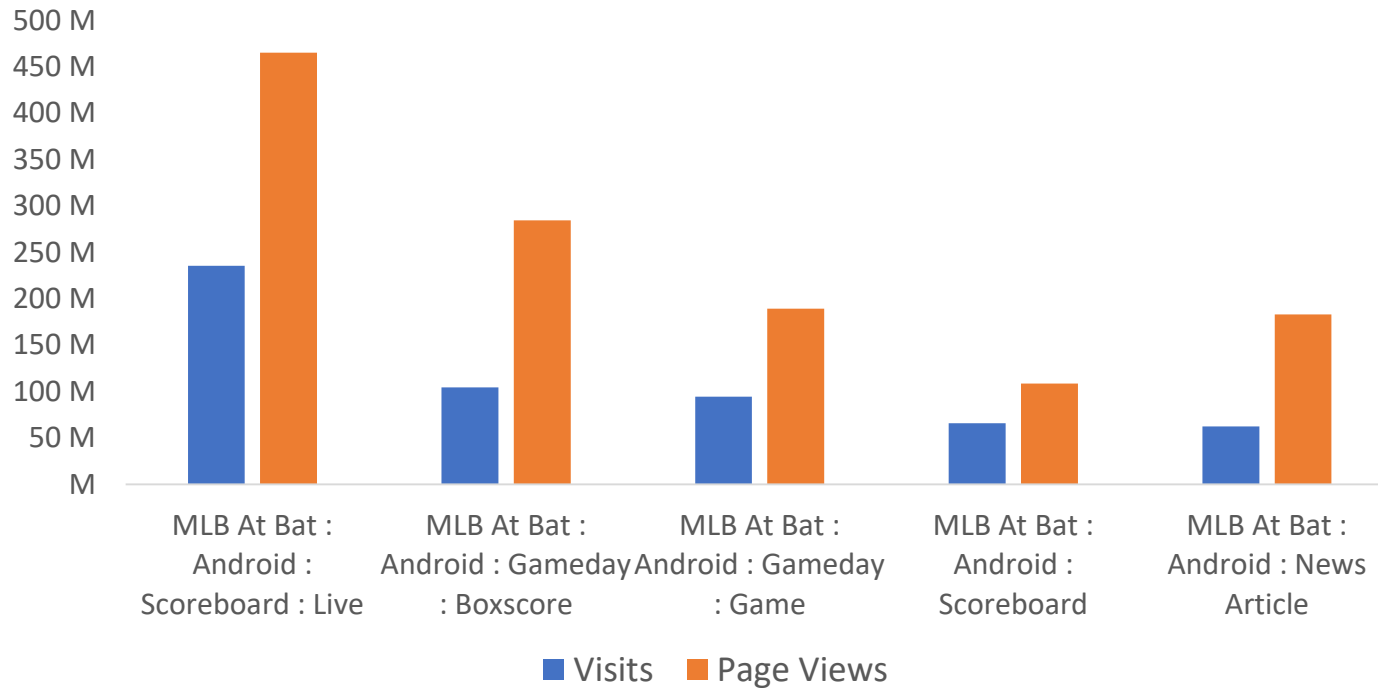


A screenshot of the MLB website's news section. The top navigation bar includes links for STANDINGS, SCORES, SCHEDULE, STATS, PLAYERS, VIDEO, NEWS, and PLAY BALL. A secondary navigation bar includes TICKETS, MLB.TV, SHOP, TEAMS, and EN. Below the navigation is a promotional banner for the 2019 World Series Champions. The main content area features a 'LATEST FREE AGENT NEWS' section on the left, a 'Qualifying offers: Ins and outs' section in the center, and a 'FREE AGENT & TRADE TALK' section on the right. The 'LATEST FREE AGENT NEWS' section lists three articles: Gerrit Cole, SP; Stephen Strasburg, SP; and Anthony Rendon, 3B. The 'FREE AGENT & TRADE TALK' section lists several topics related to free agents and trades. The 'Qualifying offers: Ins and outs' section discusses the status of various players. The 'LATEST NEWS' section on the right lists recent news items, including Soroka's potential and Jeter's HOF entry.

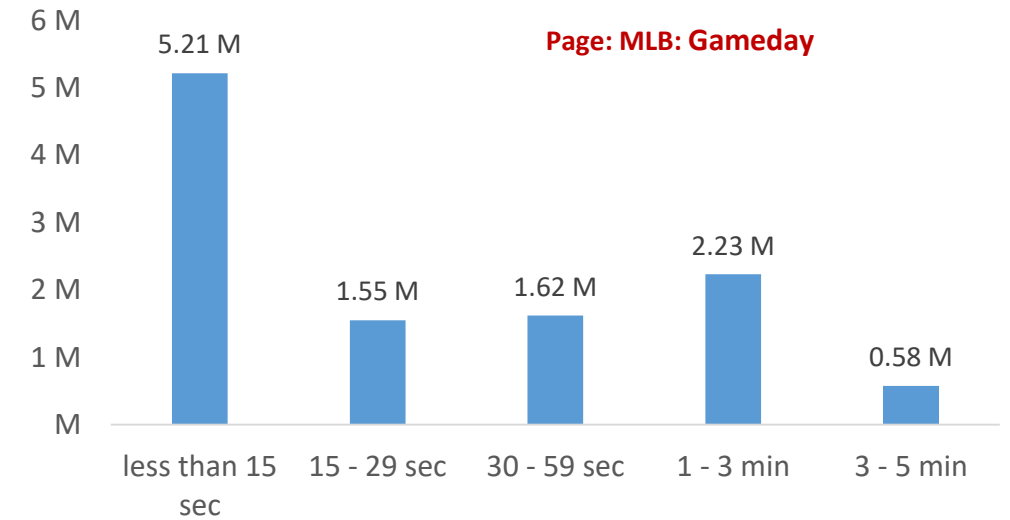


Page Analysis (Gameday)

Page vs Visits vs Page Views



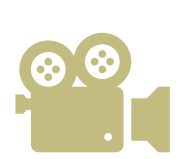
Time spent of page vs Page views



Recommendation

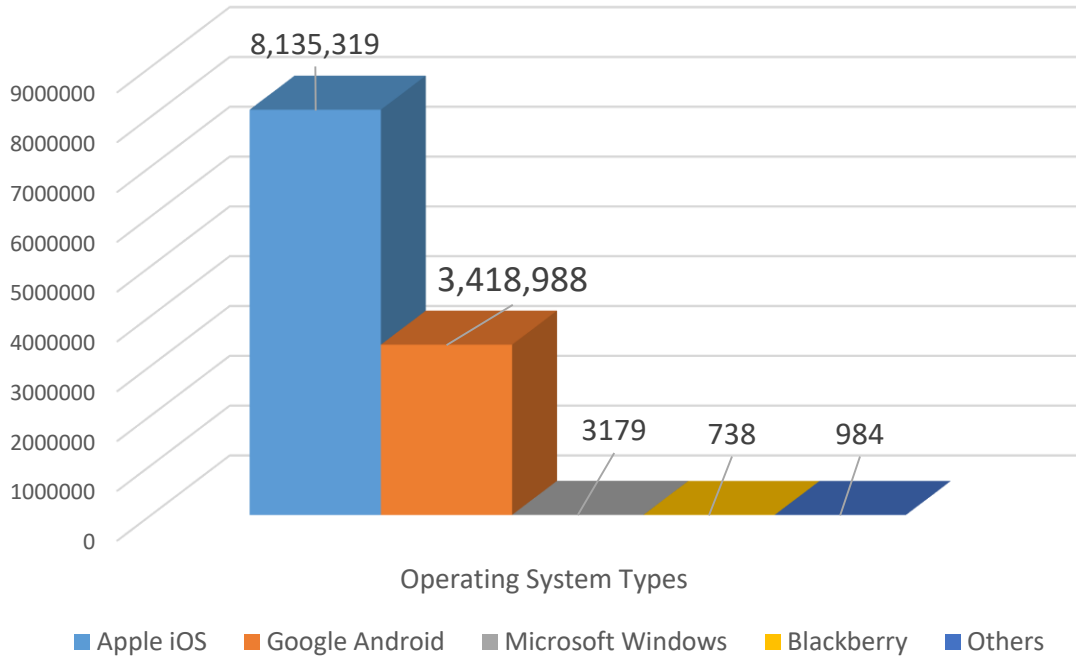
Gameday as one of the very popular sites, make it more visible at the homepage to attract more attention.

- ❖ Call-to-action
- ❖ Headline



Video On-demand Views

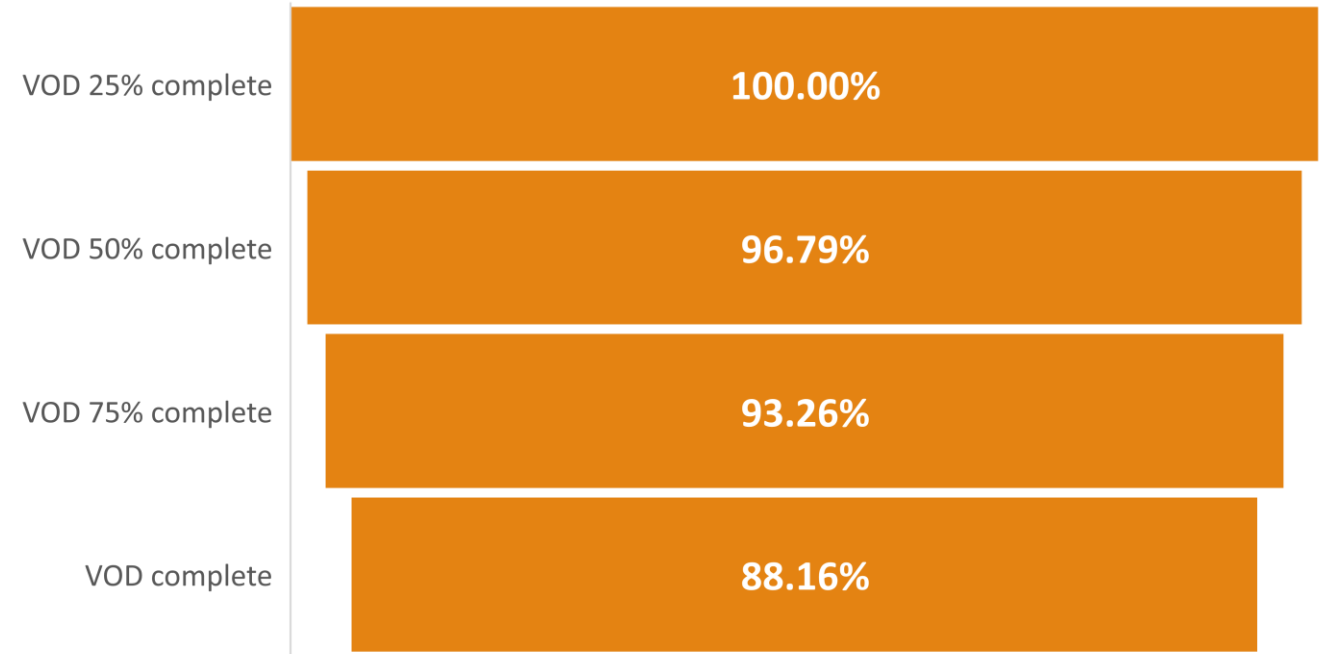
OS Types vs Unique visitors



Recommendation

Since we had less fallout of MLB visitors, it is recommended to have relevant system generated videos to keep the audience engaged.

Video-on demand Fall out Analysis (iOS)

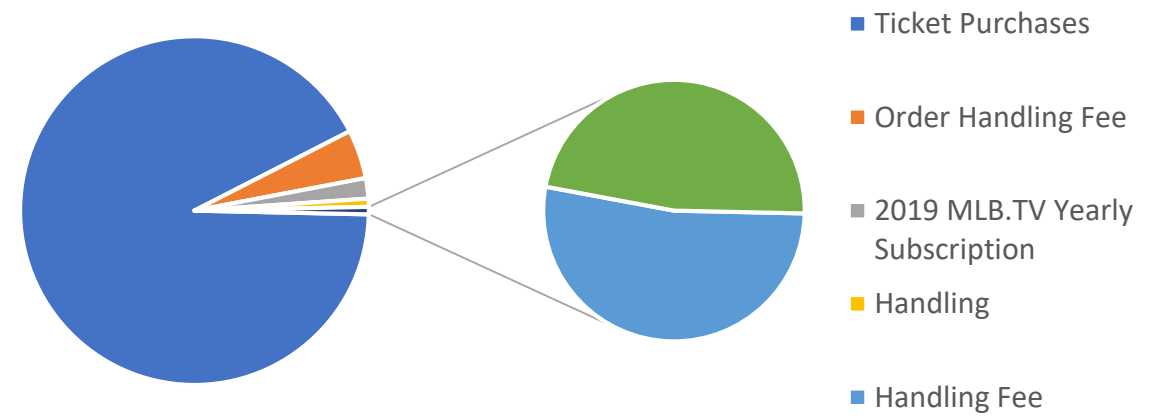


There is only 12% fallout of MLB visitors who do not complete watching the video.

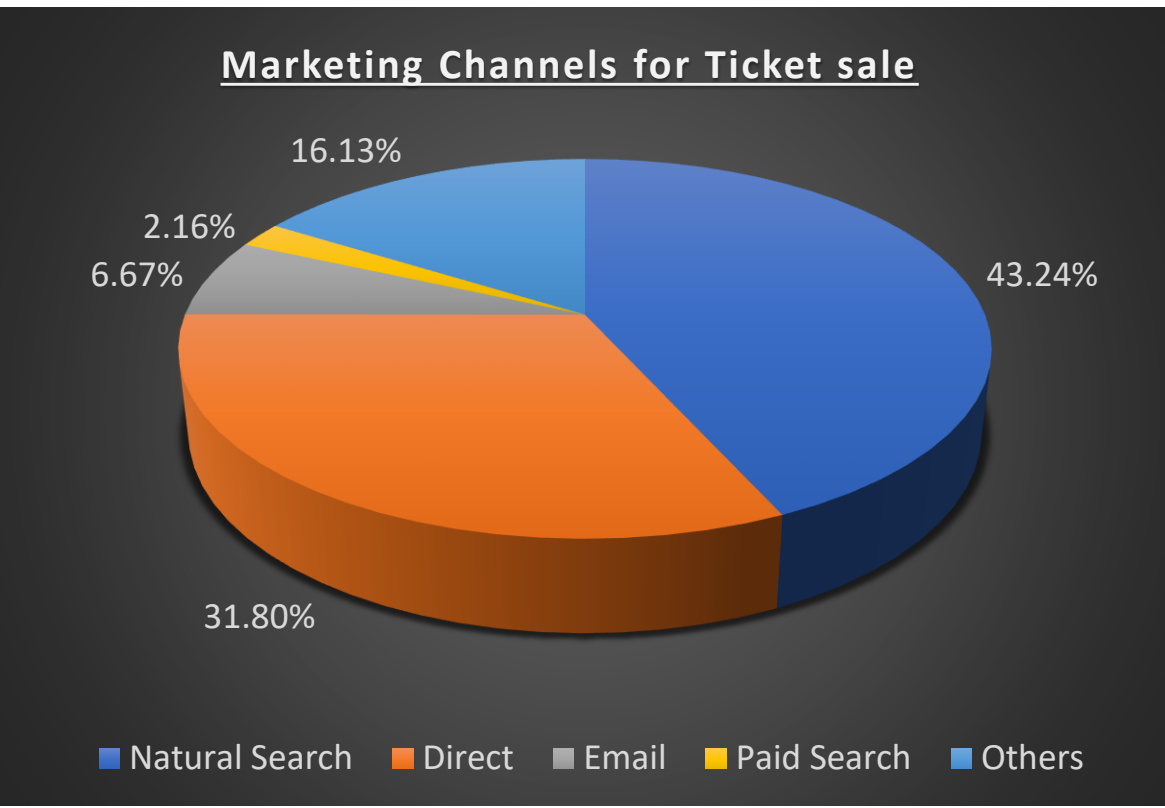


Ticket Purchases

Products vs Revenue



Marketing Channels for Ticket sale



❖ **75.04%** of ticket sales are from Natural Search + Direct Load



Ticket Purchases

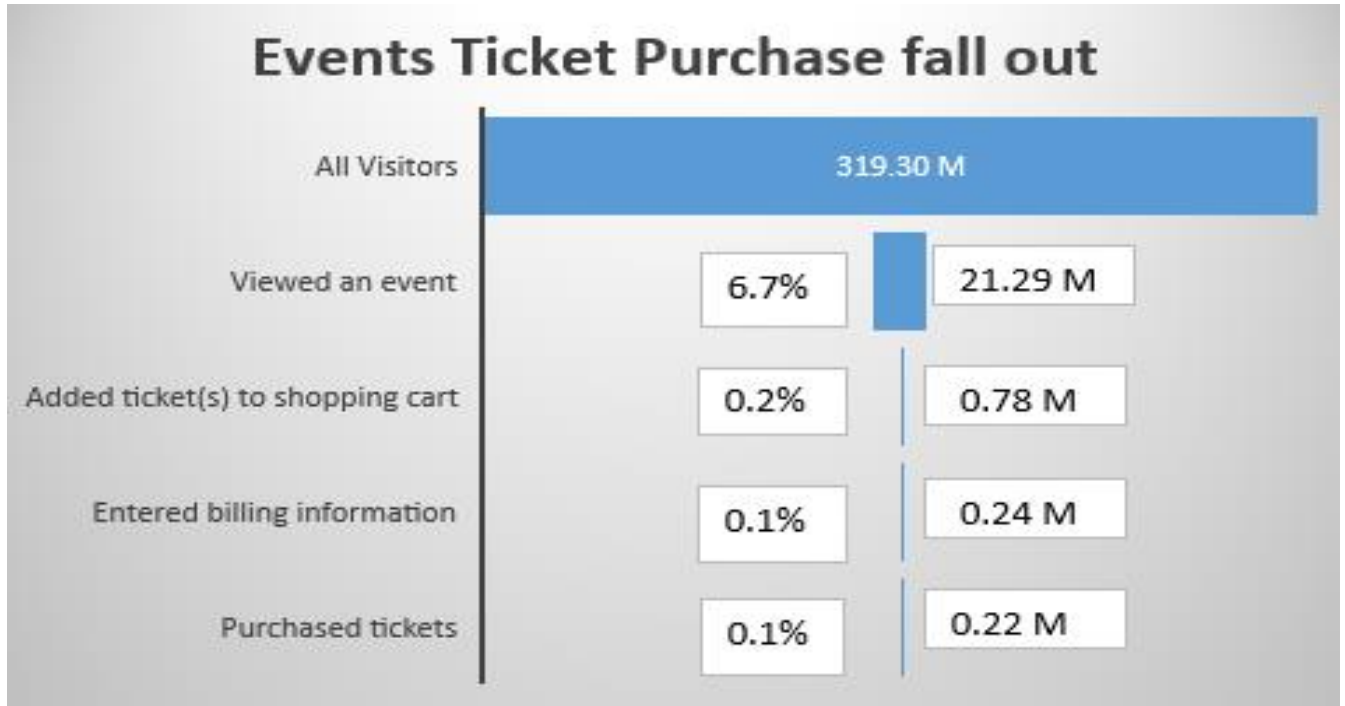
- ❖ During the season only 0.1% of all visitors purchased the tickets
- ❖ 48% - Purchases placed by returning customers within 7 days

Recommendation

Consider investing on promotions for returning customers.

Note: Product “1001107599999910221801000” generated **\$18 M** revenue in 2018 but only **\$130** in 2019.

MLB must follow up on performance of products that performed well in one season but not in other.



Recommendations



Concentrate on regions like California, New York, Illinois, Texas during campaigns



MLB must consider investing on referrer sites since they are major source for flagship orders



MLB must work towards reducing page load times and include combo plans/ plan comparison



Introduce a carousel view for news section



Increase visibility for GameDay on Homepage



Recommend to have relevant system generated videos after every streaming video



Thank you ...