



**ENHANCING USER EXPERIENCE
AT
MAJOR LEAGUE BASEBALL**



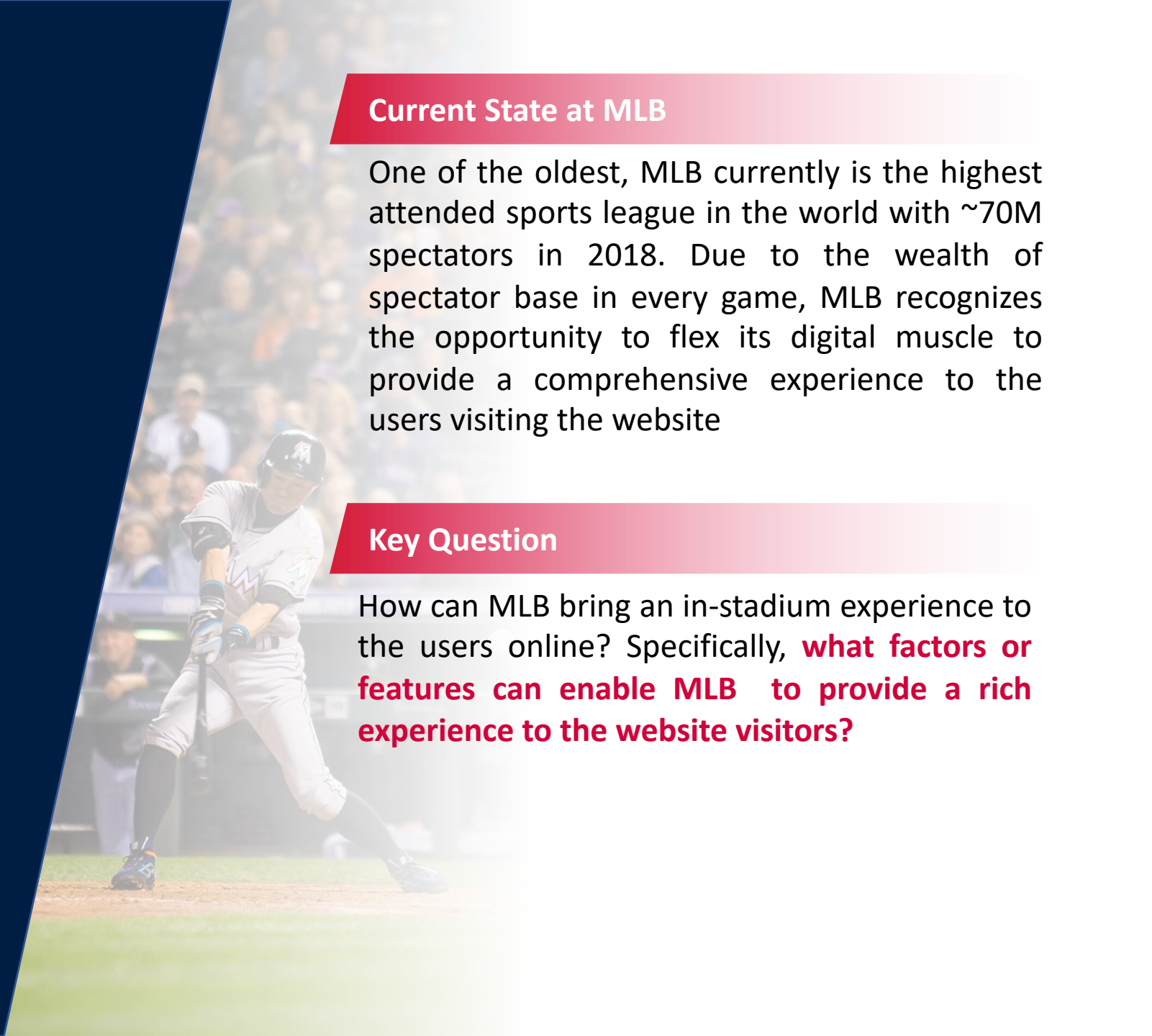


Current State at MLB

One of the oldest, MLB currently is the highest attended sports league in the world with ~70M spectators in 2018. Due to the wealth of spectator base in every game, MLB recognizes the opportunity to flex its digital muscle to provide a comprehensive experience to the users visiting the website

Key Question

How can MLB bring an in-stadium experience to the users online? Specifically, **what factors or features can enable MLB to provide a rich experience to the website visitors?**



What affects user experience on mlb.com?

What affects user interaction on mlb.com?





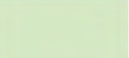
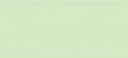
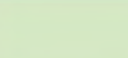
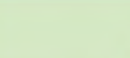
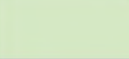
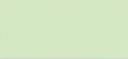
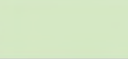
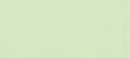
**The browsers users use to
access mlb.com**

**The languages in which users
access mlb.com**

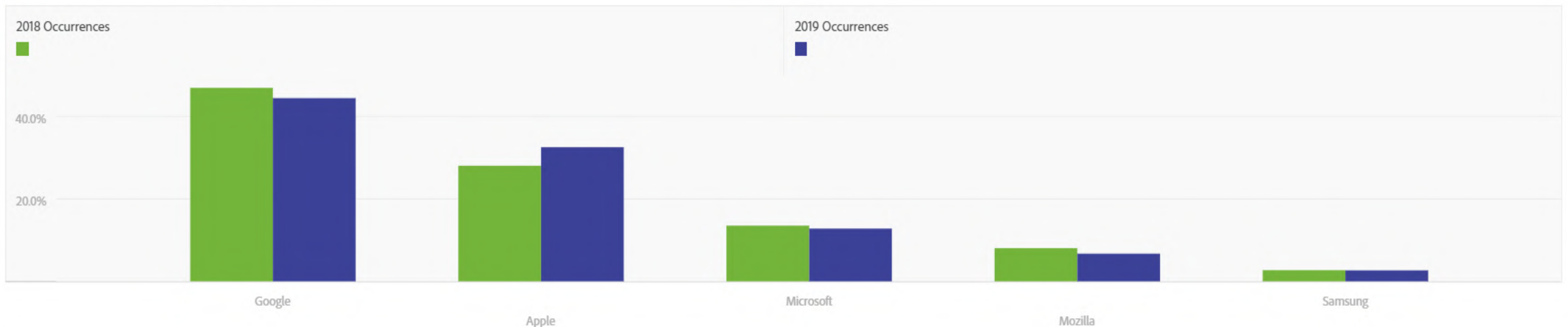
Recommendations

Browsers by popularity

Behavior of top browsers

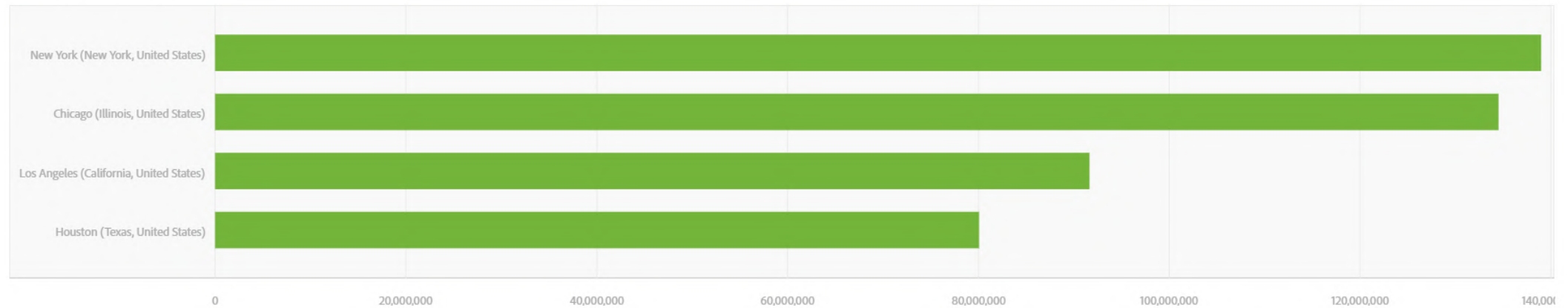
	Unique Visitors	Orders	Revenue	Revenue / Visits
Browser Type Page: 1 / 1 Rows: 50 1-2 of 2	 246,738,392	 4,516,295	 ↓ \$530,176,165	 \$1.19
1. Google	 75,269,593 30.5%	 2,587,428 57.3%	 \$312,333,961 58.9%	 \$0.79 66.2%
2. Apple	 171,468,799 69.5%	 1,928,867 42.7%	 \$217,842,204 41.1%	 \$0.40 33.8%

Overview of 2018 and 2019 browser choice

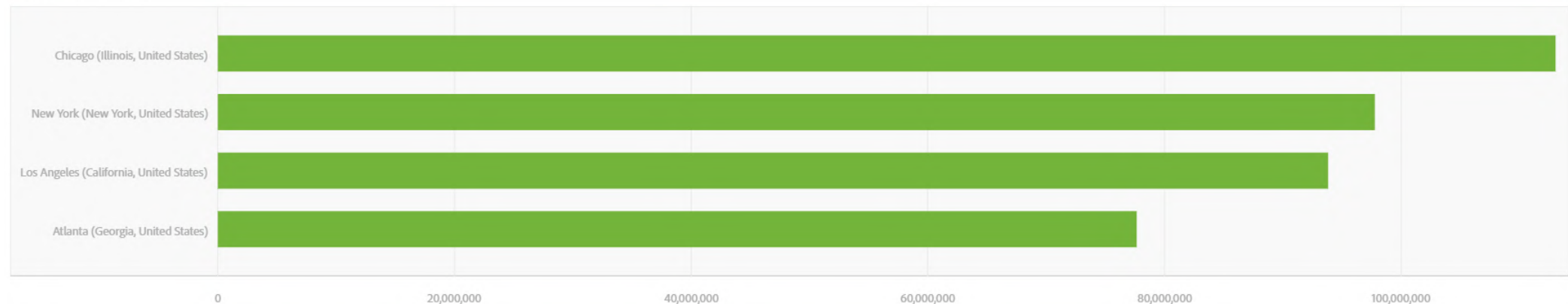


Browser Users by cities

Google users by cities

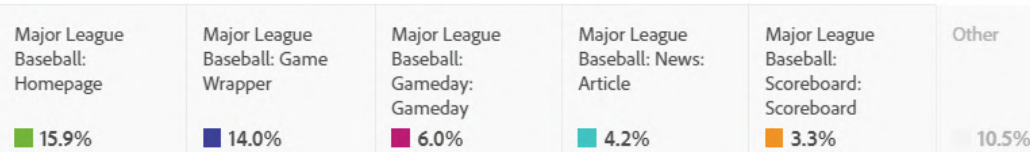


Apple users by cities

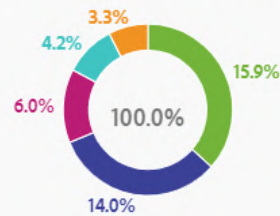


Entry-exit page behavior of Apple and Google browsers

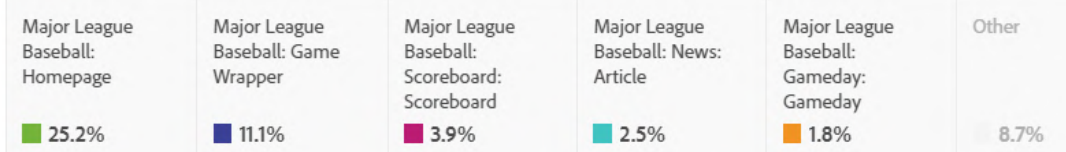
Apple users: Popular Entry Pages



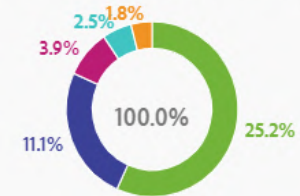
Occurrences [Browser Type: Apple]



Google users: Popular Entry Pages



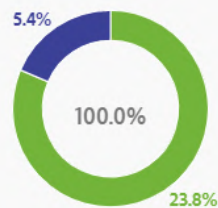
Occurrences [Browser Type: Google]



Apple users: Popular Exit Pages



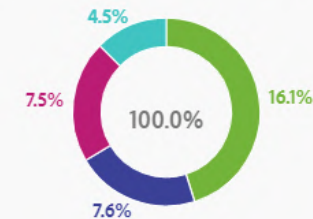
Occurrences [Browser Type: Apple]



Google users: Popular Exit Pages



Occurrences [Browser Type: Google]



OBSERVATIONS

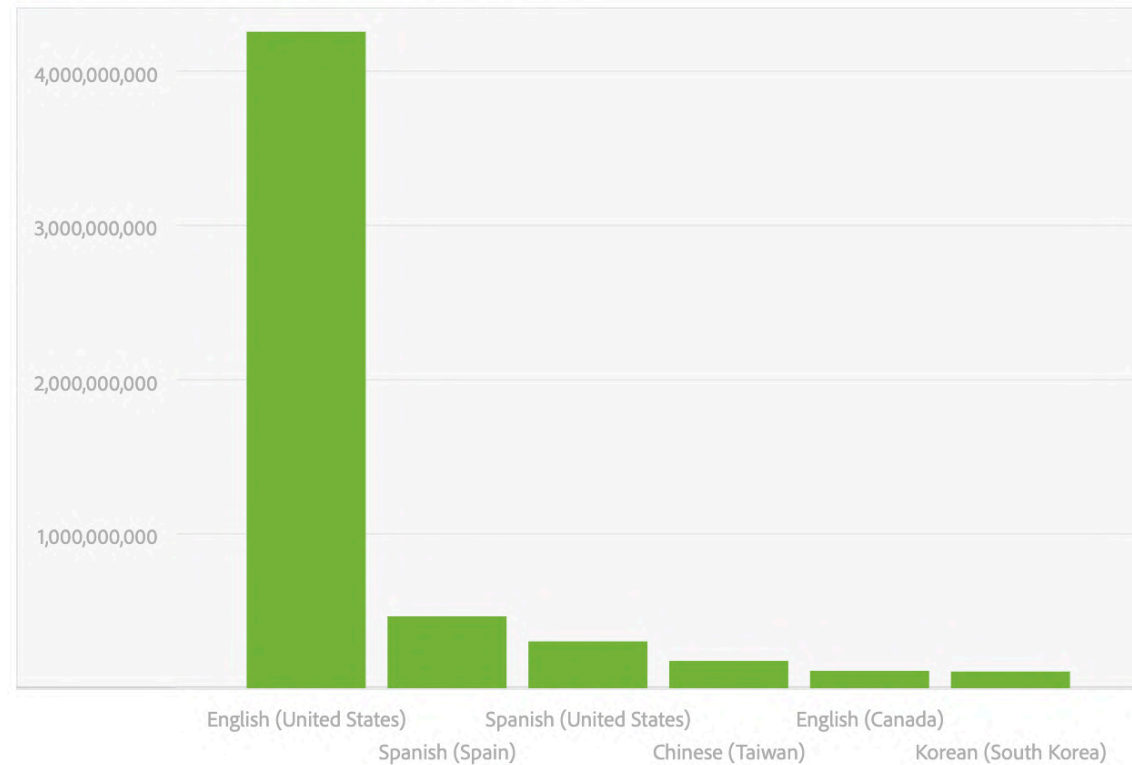
- **Google** has been a popular choice among MLB users. **Apple** is the second most popular choice for browsing in the USA.
- MLB makes about **\$1** per Google visit with **~75 million unique visitors** and **\$0.5** per Apple visit with **~171 million unique visitors** in the USA.
- Majority of the users emerge from NY, Chicago, LA, Houston
 - This can be attributed to the respective city team popularity
- From a city perspective, the places are populated with **game lovers having a busy lifestyle**
- Most of them browse primarily for **score updates**
- Engagement is lower for an Apple user as compared to a Google user.

Spanish is the second most used language to navigate the website

Language plays an important part in shaping a user's experience on the website as it is a gateway to news, information and content about the games, favorite teams and the players.

A look at the **highest number of pages viewed** in different languages shows the presence of Spanish (plus its variants) along with obvious presence of English (and its variants)

• Total Page Views for different languages - 2019



User behaviors: Spanish vs. English

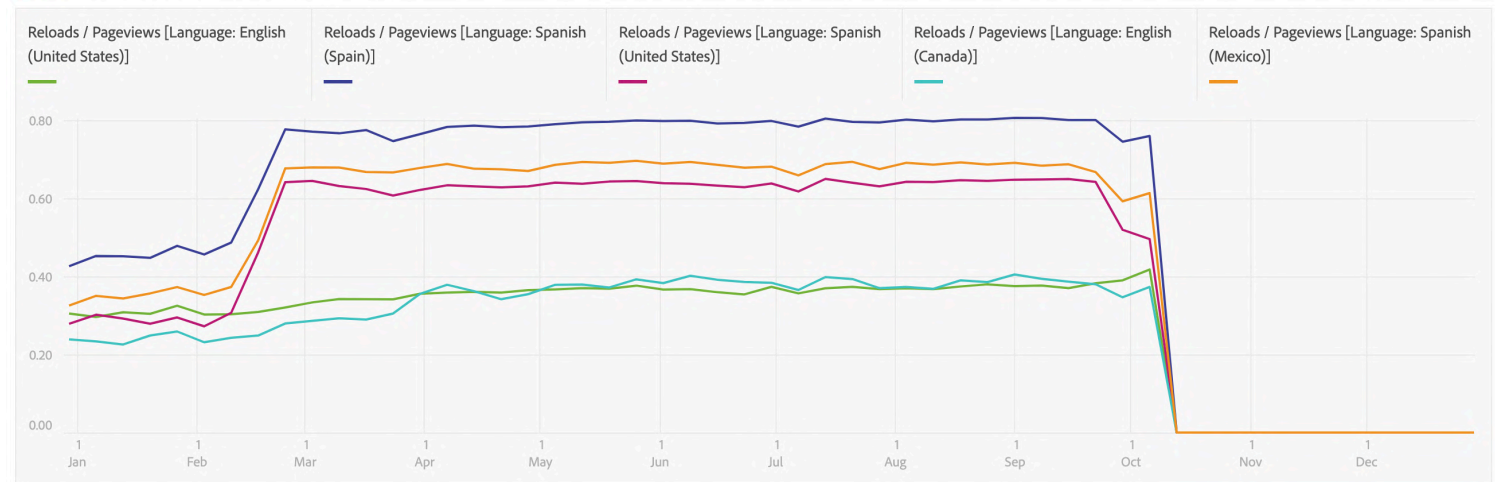
Similarly, there are more reloads per page views for browsers with Spanish languages, than for English. This difference gets greatly amplified during the regular MLB season

Finally, the users on Spanish languages visits make about 1.5-2x more searches per visit than those in English

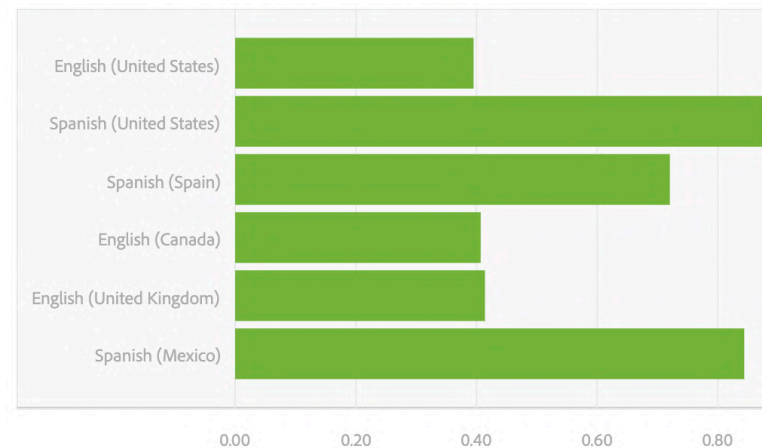
The above two observations signify that:

- The website **doesn't load up perfectly** for them in Spanish and has to be reloaded frequently
- Users **don't find the content easily** on the website and require more searches to reach there

• Reloads per Page views for different languages - 2019



• Average Number of Searches per Visit - 2019



BROWSERS

The following points will help MLB extract more benefits for both users as well as self:

- MLB must leverage browsing behavior to increase user involvement **while also generating revenue from it**
- Although 'Gameday' visit a popular trait in both Google and Apple browsers, Apple users seem to be more inclined towards it. **Customize the website with more score related content for Apple users.** Reduce the number of videos as they are less sought after
- As both Google and Apple users are interested in scores, **make the website experience more interactive:**
 - **Provide an in-browser gamification experience** to users such as 'Predict and Win' where users guess the score per inning and collect points
 - **Accumulation of points** beyond a certain number can be rewarded with a free ticket for a game. This encourages users to sign in and keep a check on their proficiency of the game, enabling more visits
 - We can parallelly **collect more information** from signed-in users such as their favorite teams, and **make websites more personalized** according to their behavior

LANGUAGES

Looking at the observations for Spanish, below points could help provide a better experience to the site visitors:

- Considering the users open website in their background and don't engage much on their visit, **providing active content during the matches** will help them interact with the website
- **Simplify the website** (in the Spanish version) to make it **interactive** and **easier**. A smooth browsing experience will enable MLB to translate the experience into more ticket and merchandise sales.

THANK YOU

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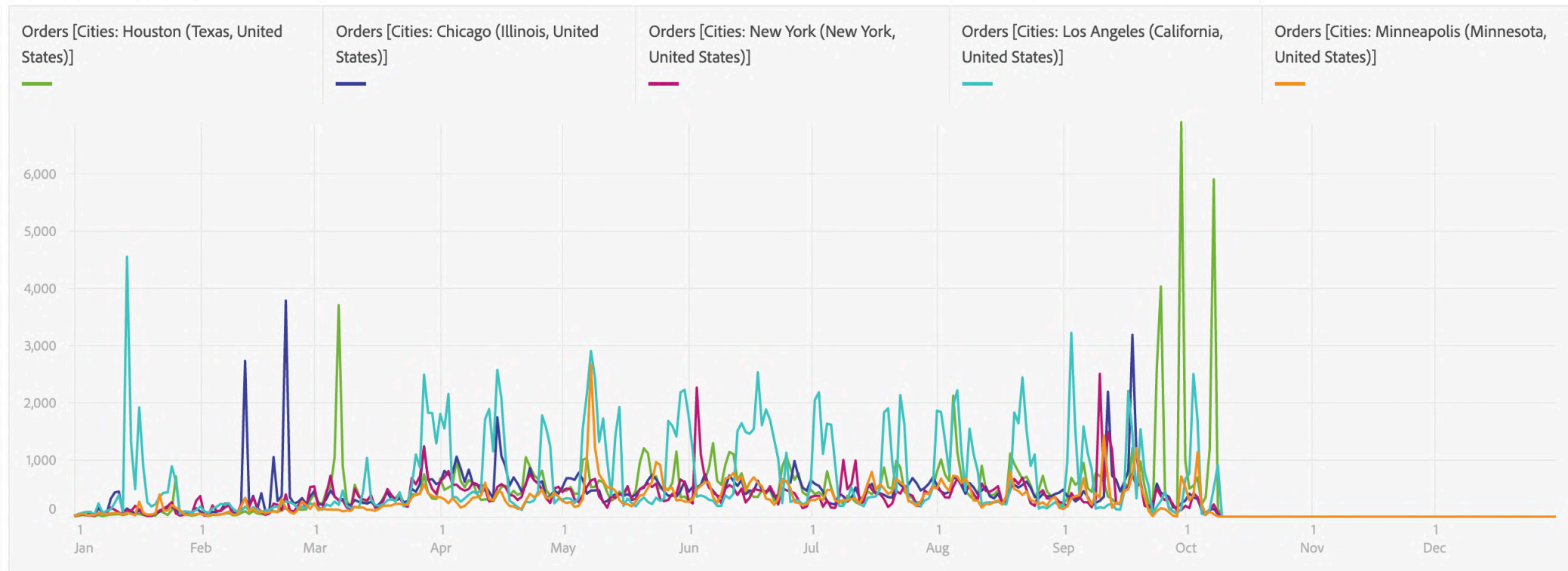
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APPENDIX

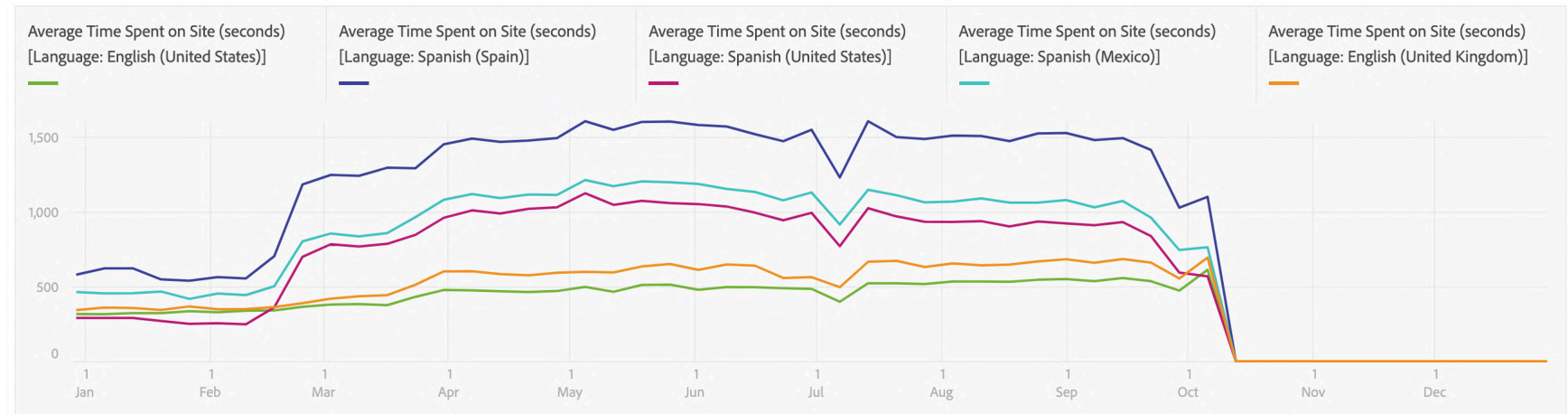
Los Angeles shows a cyclic fluctuation in orders as the MLB regular season progresses



APPENDIX

The mid season blip observed in July for both Average Time Spent and Pages Viewed is a reflection of the no game days observed from July 8th till 11th

- Average Time spent on site - 2019



- Average Pages Viewed in a visit - 2019

