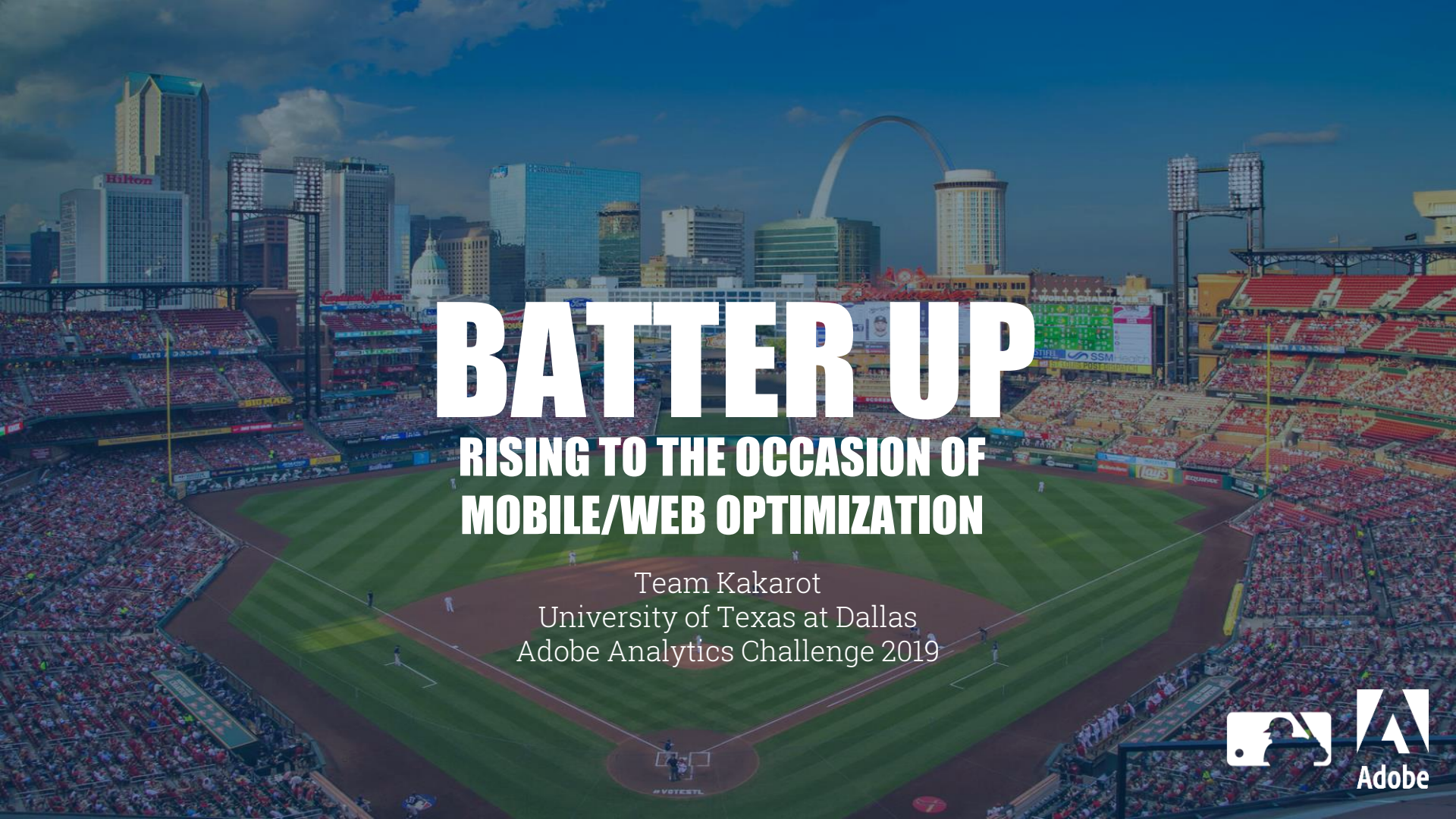

BATTER UP

RISING TO THE OCCASION OF MOBILE/WEB OPTIMIZATION

Team Kakarot
University of Texas at Dallas
Adobe Analytics Challenge 2019

Adobe

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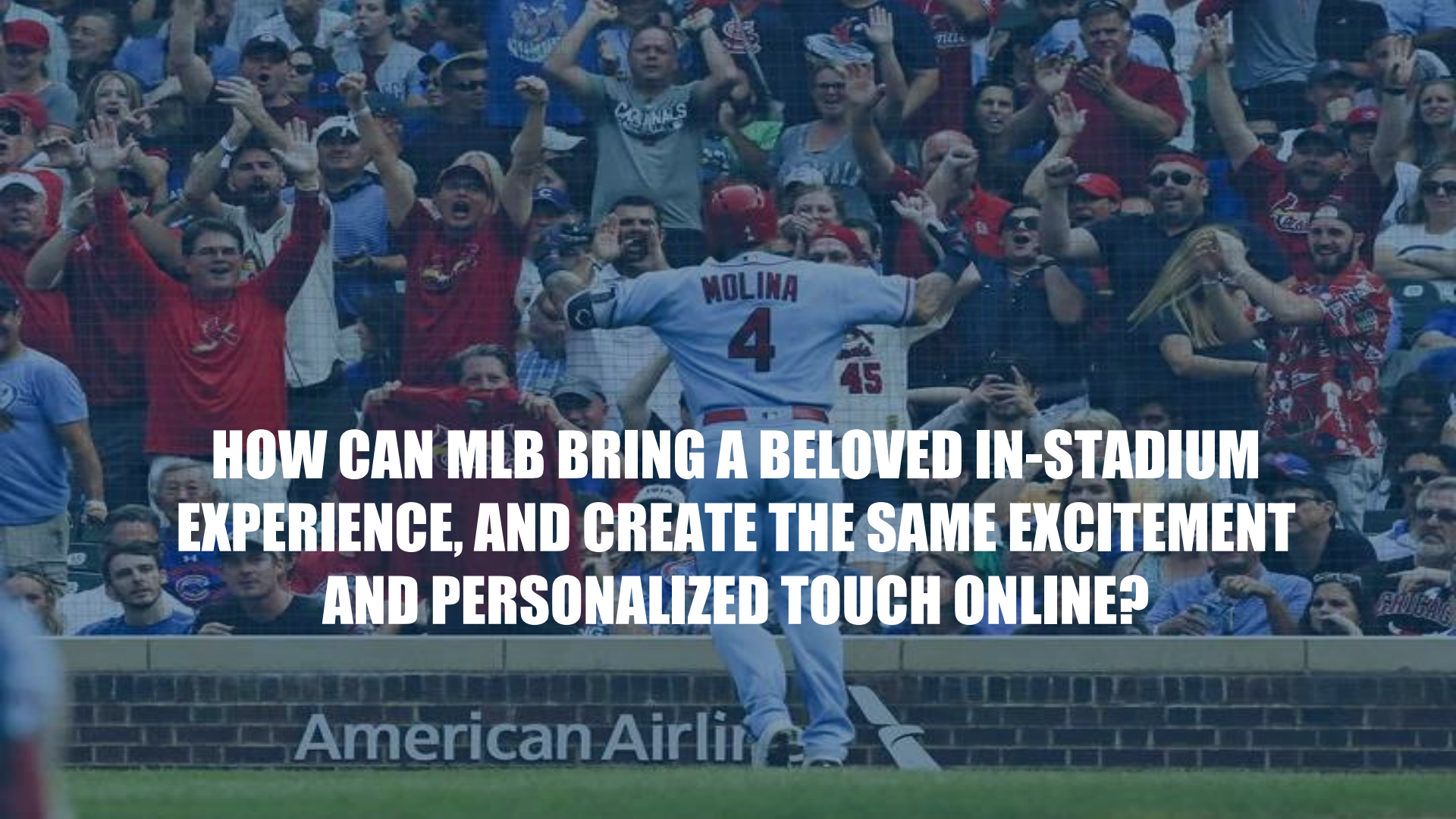
THE FIRST INNING

Did you know?

- According to Forbes, the average Major League Baseball team is worth $1.78 billion[1]
- The average Major League Baseball ticket costs $32.99 as of July, 2019[2]
- In 2018, total attentdance for Major League Baseball regular season games was 69.65 million people[3]
- 65% of GenZ and Young Millenials are consuming sports content on a mobile device[4]

Why does this matter?



HOW CAN MLB BRING A BELOVED IN-STADIUM EXPERIENCE, AND CREATE THE SAME EXCITEMENT AND PERSONALIZED TOUCH ONLINE?

01 Visits - used for finding traffic on site

02 Unique Visitors - how many different users visit the site

03 Page Views - how many times was a particular page viewed?

04 Revenue - what was the revenue and what drove it?

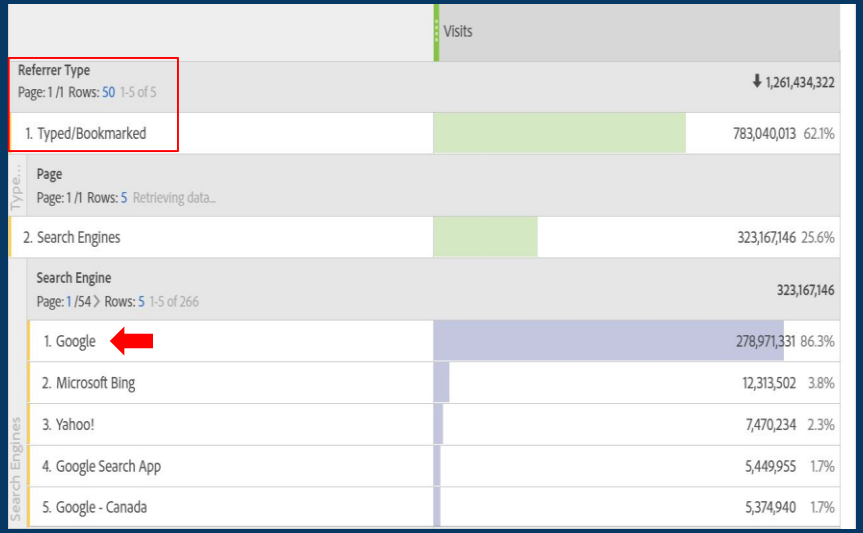
05 Conversion Rate (Orders/Visits) –
how many orders are placed per visit?

06 Revenue per Visit, RPV - what is the revenue earned per visit?

07 Revenue per Visitors –
what is the revenue earned per unique visitor?

08 Revenue per Order - what was the average order value? (AOV)

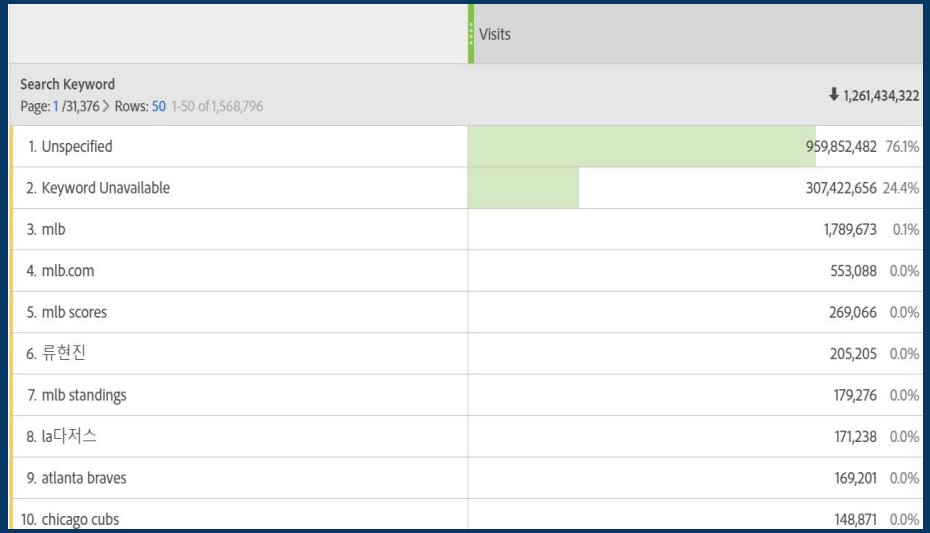
HOW ARE FANS COMING TO THE SITE AND APPS?



Referrer Type	Visits
Page: 1 /1 Rows: 50 1-5 of 5	⬇ 1,261,434,322
1. Typed/Bookmarked	783,040,013 62.1%
Type... Page: 1 /1 Rows: 5 Retrieving data...	
2. Search Engines	323,167,146 25.6%
Search Engine: Page: 1 /54 > Rows: 5 1-5 of 266	323,167,146
1. Google	278,971,331 86.3%
2. Microsoft Bing	12,313,502 3.8%
3. Yahoo!	7,470,234 2.3%
4. Google Search App	5,449,955 1.7%
5. Google - Canada	5,374,940 1.7%

Search Engines

Figure 1: Illustrates how users are getting to the MLB website.



Search Keyword	Visits
Page: 1 /31,376 > Rows: 50 1-50 of 1,568,796	⬇ 1,261,434,322
1. Unspecified	959,852,482 76.1%
2. Keyword Unavailable	307,422,656 24.4%
3. mlb	1,789,673 0.1%
4. mlb.com	553,088 0.0%
5. mlb scores	269,066 0.0%
6. 류현진	205,205 0.0%
7. mlb standings	179,276 0.0%
8. la다저스	171,238 0.0%
9. atlanta braves	169,201 0.0%
10. chicago cubs	148,871 0.0%

Figure 2: Popular keywords searched to reach the MLB website.

WHAT DO VISITORS DO WHEN ON THE SITE?

Freeform Table

	Visits	Page Views	Unique Visitors	Revenue	Revenue / Visits	Revenue / Order	Orders / Visits	Revenue / Visitor
Site Section Page: 1 /13 > Rows	1,261,434,322	5,902,388,796	319,396,740	$701,171,292	$0.56	$119.46	0.00	$2.20
1. Homepage	452,008,022 3	1,096,892,563	93,180,127 29.	$0 0.0%	$0.00 0.0%	$0.00 0.0%	0.00 0.0%	$0.00 0.0%
2. Game Wr...	232,588,259 1	385,460,966	45,839,391 14.	$0 0.0%	$0.00 0.0%	Invalid	0.00 0.0%	$0.00 0.0%
3. News	201,487,649 1	310,265,301	60,428,573 18	$0 0.0%	$0.00 0.0%	Invalid	0.00 0.0%	$0.00 0.0%
4. Gameday	156,419,286 12	489,530,328	30,054,268	$0 0.0%	$0.00 0.0%	Invalid	0.00 0.0%	$0.00 0.0%
5. Tickets	142,064,479 1	397,746,958	79,944,157 25.	$678,112,890	$4.77 858.7%	$123.35 103.3	0.04 831.7%	$8.48 386.4%
6. Preview/...	126,475,581 10	351,058,073	29,056,086	$0 0.0%	$0.00 0.0%	Invalid	0.00 0.0%	$0.00 0.0%
7. Scoreboard	102,200,534	1,560,567,542	20,159,789 6.	$0 0.0%	$0.00 0.0%	$0.00 0.0%	0.00 6.2%	$0.00 0.0%

	Visits	Page Views	Unique Visitors	Revenue	Revenue / Visits	Revenue / Order	Revenue / Visitor
Page Page: 1 /2,722 > Rows: 50 1-50 of 136,090	,261,434,322	,902,388,796	319,396,740	$701,171,292	$0.56	$119.46	$2.20
1. Major League Baseball: Game Wrap...	232,588,27	385,460,9	45,839,392	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
2. Major League Baseball: Homepage	231,005,25	549,632,61	47,496,48	$0 0.0%	$0.00 0.0%	$0.00 0.0%	$0.00 0.0%
3. Major League Baseball: Gameday: G...	156,371,58	486,941,98	30,042,05	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
4. Major League Baseball: News: Article	129,183,73	187,701,59	41,909,234	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
5. Major League Baseball: Preview/Wra...	76,425,305	155,804,40	17,206,519	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
6. Major League Baseball: Scoreboard: ...	73,659,215	132,465,02	13,953,323	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
7. Major League Baseball: Scoreboard ...	57,558,419	1,258,202,1	9,115,840	$0 0.0%	$0.00 0.0%	$0.00 0.0%	$0.00 0.0%
8. Major League Baseball: Preview/Wra...	55,206,34	66,324,68	15,603,980	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%
9. Major League Baseball: Standings: R...	47,406,83	56,576,122	14,444,64	$0 0.0%	$0.00 0.0%	Invalid	$0.00 0.0%

Figures 3 & 4: Demonstrates the pages people are visiting on the site.

HOW DO VISITORS REACH THE PURCHASE PAGES?

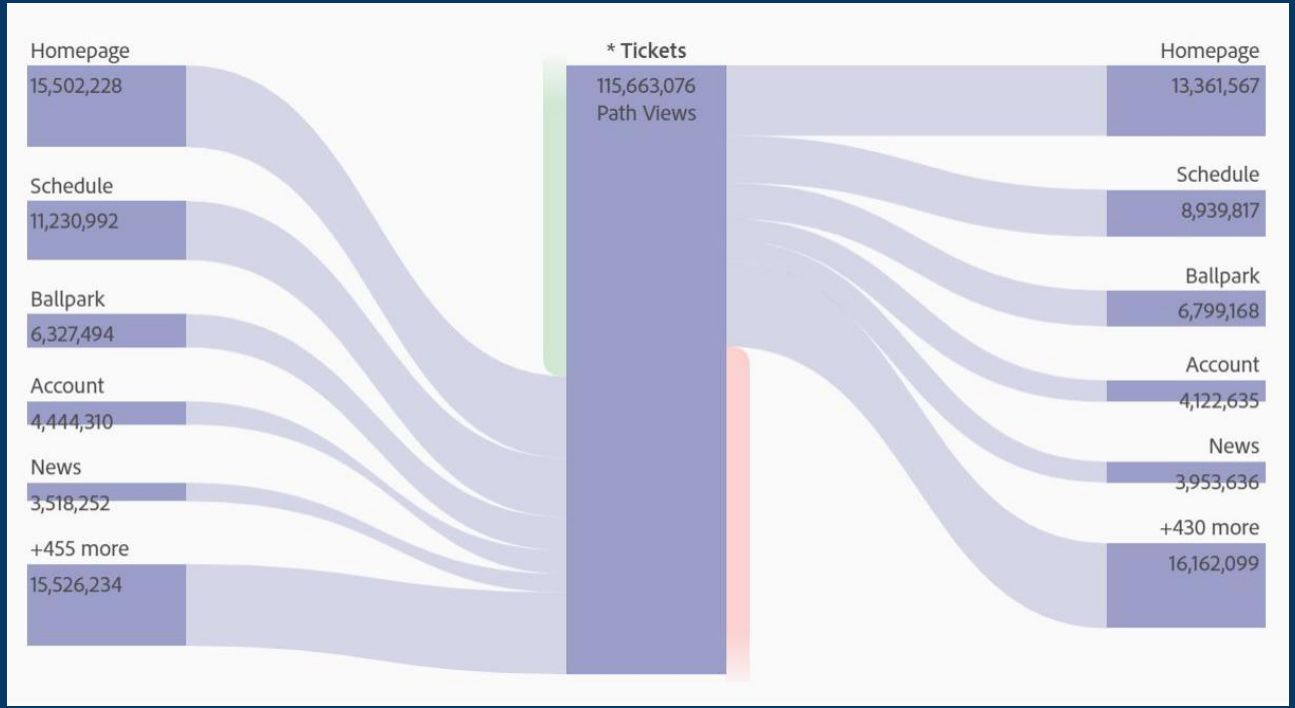


Figure 5: How customers are reaching the ticket section on the MLB site.

PURCHASE FALLOUT

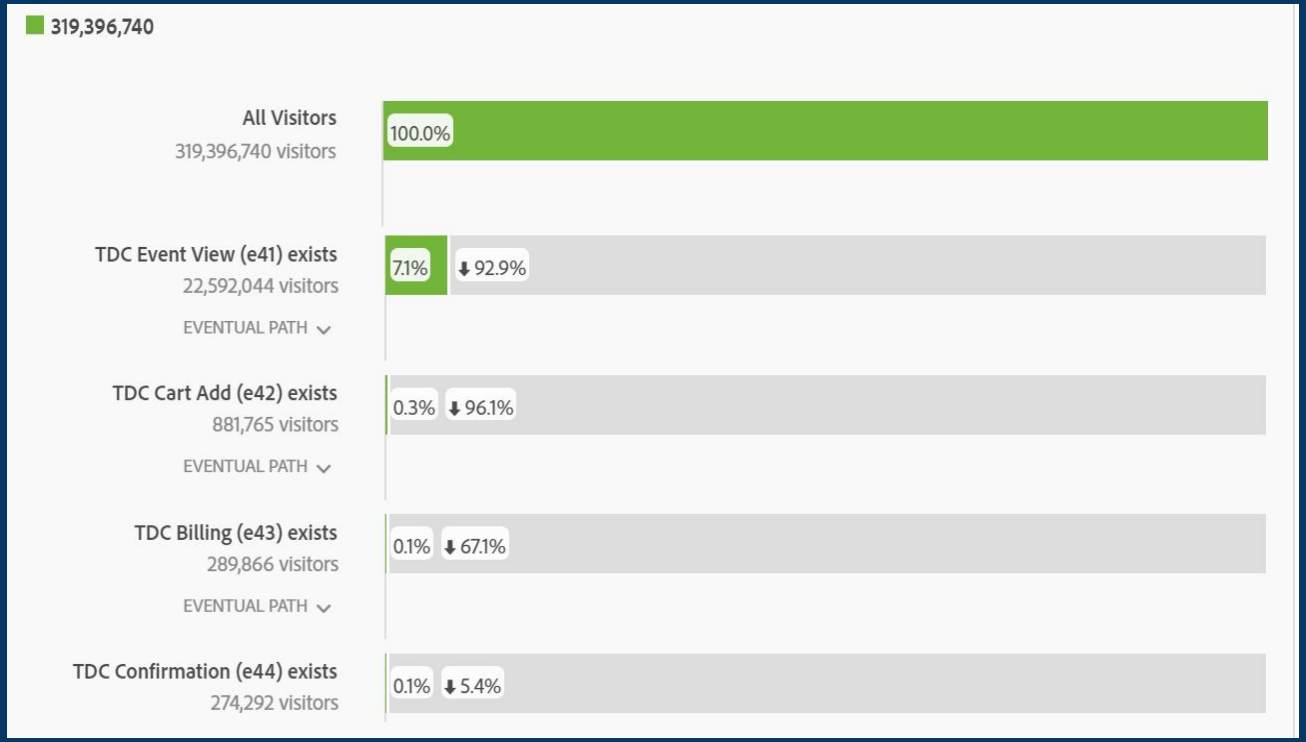


Figure 6: Where is MLB losing customers during the purchase process?

WHICH WEBSITE/APP SECTIONS ARE HARD FOR USERS TO FIND?

Site Section Page: 1 /13 > Rows: 50 1-50 of 622	Page Views Jan 1 — Oct 5 5,902,388,796	
1. Mets 50th Anniversary	1	0.0%
2. Scoreboard$events=event4,event84=0,event85=16,event86,event85...	1	0.0%
3. Probable%20Pitchers	1	0.0%
4. Centerfield	1	0.0%
5. Prev..100	1	0.0%
6. coreboard	1	0.0%
7. At%20Bat%3A%20MLB.tv	1	0.0%
8. MLB%20Network	1	0.0%

39. glossary	3,682,083	0.1%
40. All-star	3,395,584	0.1%
41. Transactions	3,253,768	0.1%
42. History	3,122,317	0.1%
43. Trivia	2,744,794	0.0%
44. AMP Stories	2,731,442	0.0%
45. Global	2,653,065	0.0%
46. Player-search	2,514,590	0.0%
47. shop	2,493,559	0.0%
48. Postseason	2,130,184	0.0%
49. network-tv	1,984,566	0.0%

Figures 7 & 8: Illustrates site sections with a low number of page views.

DIFFERENCES IN USER COHORTS

Metrics Page: 1 /1 Rows: 50 1-8 of 8	Visits from Campaign	Visits with a Referrer	iOS	Android	USA	Canada	article	non article
1. Page Views	23,592,529	136,774,504	40,175,037	30,658,549	108,212,988	6,745,498	40,518,920	147,923,534
2. Visits	6,323,268	33,274,835	17,035,290	8,127,707	29,508,874	1,277,030	8,615,321	35,637,880
3. Revenue	$3,925,307	$11,741,067	$4,065,196	$1,154,646	$15,702,786	$166,691	$1,203,290	$16,080,129
4. Orders	18,783	72,293	33,299	11,849	95,345	1,483	6,976	99,946
5. Revenue / Order	$208.98	$162.41	$122.08	$97.45	$164.69	$112.40	$172.49	$160.89
6. Revenue / Visitor	$1.51	$0.76	$0.49	$0.35	$1.14	$0.34	$0.60	$1.00
7. Revenue / Visits	$0.62	$0.35	$0.24	$0.14	$0.53	$0.13	$0.14	$0.45
8. Orders per Visit	0.0030	0.0022	0.0020	0.0015	0.0032	0.0012	0.0008	0.0028

Figure 9: Important KPI differences amongst cohorts.

DIFFERENCES IN USER COHORTS

iOS

	Visits	Page Views	Page Events	Unique Visitors
Segments Page: 1 /1 Rows: 50 1-2 of 2	Jan 1 ⬇ 1,247,621,805	Jan 1 8,574,533,937	Jan 1 14,465,805,391	7,300,643
1. non MLB.TV subscribers	1,186,263,301 95.1%	8,123,992,759 94.7%	13,762,844,502 95.1%	7,070,573 96.8%
2. MLB.TV subscribers	61,358,504 4.9%	450,541,178 5.3%	702,960,889 4.9%	230,070 3.2%

Android

	Visits	Page Views	Page Events	Unique Visitors
Segments Page: 1 /1 Rows: 50 1-2 of 2	Jan 1 Oct 5 ⬇ 885,075,175	Jan 1 2,159,495,889	Jan 1 4,406,267,197	Jan 1 Oct 5 3,522,885
1. non MLB.TV subscribers	884,351,091 99.9%	2,157,540,644 99.9%	4,403,103,368 99.9%	3,521,755 100.0%
2. MLB.TV subscribers	724,084 0.1%	1,955,245 0.1%	3,163,829 0.1%	1,130 0.0%

Figures 10 & 11: Important KPI differences amongst cohorts.

HOW ARE CUSTOMERS BEING UNDERSERVED?

It is difficult to reach the tickets page while navigating through the MLB site and can been seen from the fallout for purchases which can be attributed to the fact that MLB groups a lot of other events as well with the tickets page.

After going through the **Internal Search Terms** for MLB in Adobe Analytics, it was observed that only players names were found in it which can be attributed to the fact that **MLB does not have a General Search on its website.**

According to the page views, the network tv received less views which could mean that customers are having a hard time reaching it.

BOTTOM OF THE 9TH

For mobile, it would be wise to do one of two things (or both):

(1) Aim your primary focus to Apple users, as iOS returns significantly more revenue

(2) Increase marketing for Android users, in order to hopefully increase revenue.

Majority of MLB site users are reaching the Tickets page from the homepage, with Schedule coming in second place

Make the network tv page more accessible to customers.

Most fans are coming to the MLB site via site bookmarks - keep up this customer and team loyalty

Put a general search bar on the homepage so that it is easier for customers to find what they are looking for.

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POSTSEASON 2019

THANK YOU
Cardinals
50
BENNETT
28
MILES
12
SPIEZIO
RODRIGUEZ
VIZCAINO
13