



# Connacht Rugby Case Study

## DATA MONETISATION



## CONNACHT RUGBY DATA FOR COMPETITIVE ADVANTAGE WHEN CONSIDERING SPORTS SALES STRATEGY

The story of Connacht Rugby is one that dates back to 1885 when six small fledgling clubs met to form the Connacht Branch of the IRFU and with it the Connacht Senior Provincial Team. Their ambition was to grow the game of Rugby in Connacht and to provide a platform for our best talent to shine at provincial and ultimately international level.

PTI Consulting are helping Connacht Rugby evolve to fully realise their opportunity to create commercial growth through Data Monetisation strategies. Building upon the foundation the club has been able to create through clever partnerships with the local community and University, the team had already built a series of useful data dashboards to provide valuable insight on fan engagement.

PTI will continue to help drive the growth in data democratization, data capture and analysis. This relationship, alongside utilisation of existing infrastructure and leveraging supplier relationships will combine to deliver the strategy.

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We feel that PTI Consulting are an ideal service provider of Data Monetization solutions to Connacht Rugby. They have a team of consultants who have been there, done it, in sporting contexts so they were quickly able to speak our language and adapt to our constraints whilst delivering value. Understanding our customer data is crucial to our strategy to engage the local community and create deeper more valuable relationships.”

Brian Mahoney, Head of Commercial and Marketing



### First Step

PTI Consulting were engaged to review the role of technology in delivering commercial return for the proposed new stand at The Sportsground, including assessing the use of data right through to the technology infrastructure. A gap around the utilisation of customer data was identified as an area of concern when assessing the commercial strategy plan. PTI were then engaged to deliver a Data Monetisation project to help provide recommendations on how to solve this issue.



### Challenge

The club is currently one of the smallest in both size of internal team and the commercial revenue. This does create limitations on how the club can approach technology engagements.



### Solution

PTI Consulting's Data Monetisation solution has assisted in reviewing all existing data processes as well as technology vendor selection. We have designed a data strategy and action plan that is both meaningful in the immediate term and actionable regardless of the funding plans for the new stadium – a double win!



### Next Steps

PTI Consulting have delivered a detailed Data Monetisation strategy report outlining the key pillars to drive data monetisation. This has provided a set of recommended solutions along with a project delivery schedule.

## €34.4 economic contribution

Independent research conducted by Economic Consultants KHSK (2016) states Connacht Rugby makes an Annual Contribution of €34.4m to the Regional Economy. This report also concludes the delivery of a Fit for Purpose home for Connacht Rugby at The Sportsground will lead to a further uplift in economic activity.

# Understanding Customer Data | How PTI are helping Connacht Rugby

The proposed Sportsground development will have a far reaching impact on the club and the wider community. Creating an environment of customer engagement and data capture and utilisation will be an essential to success. At present 70% of current attendees are unknown to the club. PTI have designed routes to capture more attendee data and help the club deliver an ambitious new commercial plan:

- Sell eight new corporate boxes
- 740 new premium seats
- Sell up to 750 multi year season tickets
- Increase season tickets sales to 4500
- Increase attendee capacity to 12k
- Sell the new conferencing facility for 320 days per year

The club are currently in the process of applying for funding to deliver an enhanced physical infrastructure at The Sportsground, comprising of a new stand development and a new build training and event space. With increased capacity comes a need to widen the sales funnel and get ahead of the curve.

PTI Consulting has delivered a full strategy outlining five key pillars and how these will combine to deliver data monetisation:

- Data Infrastructure
- Data Democratisation
- Data Capture
- Data Enrichment
- Analysis

Daniel Brown, Lead Data Strategist at PTI Consulting, says "The key to fully realising your commercial opportunity is your understanding of the data you have and the data you need to capture. PTI will help Connacht Rugby create the infrastructure and process that will create the platform for data growth and their ability to use this data to engage the local community"

## Inspiring a new Connacht "Grassroots to Green shirts"



## The Sportsground Social & Commercial Impact

Connacht want to create a powerful and inclusive story of rugby success, where everyone who feels a connection with Connacht can be part of and enjoy. A key cornerstone of realising this strategy and vision is having facilities to match the ambition, in particular delivering a fit for purpose stadium and high-performance centre at The Sportsground – the proud home of Connacht Rugby since 1927.

- 130 people are employed by Connacht Rugby. This includes Professional and Academy players along with non-playing staff, making Connacht Rugby a significant employer in the West of Ireland.
- The project will deliver a stadium with a capacity in the region of 12,000 people
- Connacht Rugby has an army of loyal and passionate supporters in every town and village across the Province. The club has the largest Social Media following of any brand in the West of Ireland with over a quarter of a million followers across Facebook, Twitter and Instagram platforms.

“ PTI Consulting are proud to work alongside Connacht on this exciting project and journey. We will ensure that the club is well prepared to go on it's new sales journey and realise the new commercial opportunities it brings. In our delivery for Connacht Rugby we've helped them consider data from a wider angle - from personal to meta data and anything in between.

Understanding customer data is crucial for all modern organisations, but especially those competing against larger clubs with larger budgets. Connacht have created strategies that will allow them to compete and we will help take them to the next level.  
**Mike Bohndiek, Managing Director, PTI Consulting** ”