



SPIQE ×  Telecomm
Brand

Connecting Sponsorship to Customer Behavior – A 3-Year Analysis





The Challenge

A prepaid wireless service provider had been a long-term partner of a sport entertainment property, but wanted to understand exactly how the partnership, and particularly their prominent monthly pay-per-view events, was affecting customer buying behavior.

The wireless provider and their agency approached SPIQE to find out how their sponsorship of those events over the course of a 3-year period was enabling customer spend and new customer acquisition, and whether it was increasing year-over-year.





The Strategy

1



SPIQE, in partnership with a data partner, identified millions of the brand's customers in the USA over a 3-year period (2019, 2020, 2021).

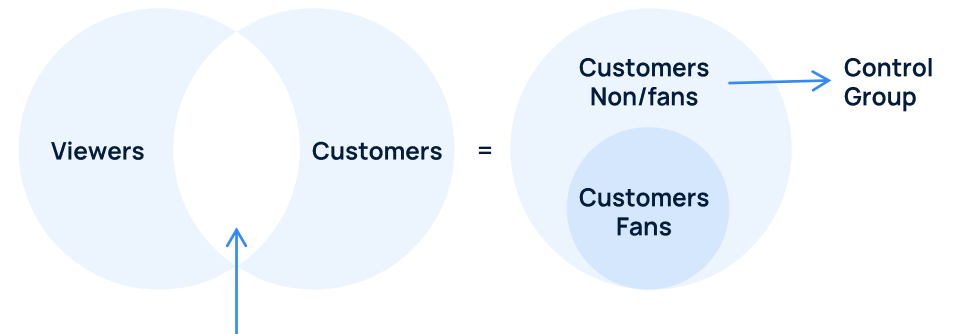
2



Using the SPIQE Sport Audience Graph and TV Viewership data, we were able to distinguish between fans and non-fans of the sport entertainment entity.

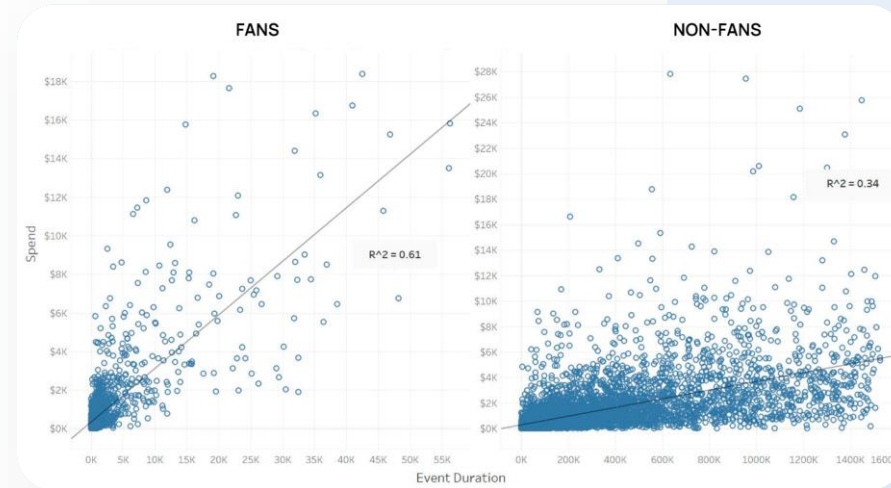
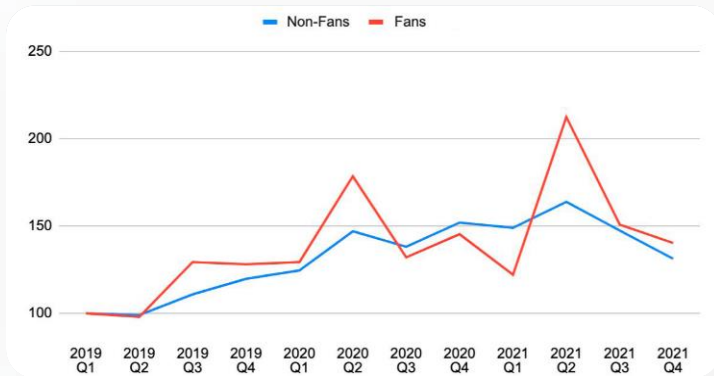
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Both sets of data were then matched in a privacy-compliant manner, and the purchases of both fans and non-fans analyzed for correlation between fandom and spend, as well as changes in revenue and customer acquisition over the 3-year period.



The Result

The correlation analysis showed that **fans of the sports entertainment property spent more on the telecomm brand than non-fans**. Within the group of fans, those who consumed a variety of programming from the sport entertainment property spent more than those who only tuned in to watch the pay-per-view events.



Analyzing a 30-day moving average of the 'fans' segment, peaks in customer spend coincided with monthly pay-per-views. Furthermore, **customer spend and customer acquisition both showed a trend of relative quarter-over-quarter growth over the 3-year period**, indicating that the continued partnership continued to bring incremental growth.

Following this analysis, the brand was able to diversify the media spend with the property, while also reviewing campaigns that were correlated with periods of exceptional ROI.

SPIQE

Interested in what we can do for your brand?

✉ Contact us: info@spiqe.com