AEG
PRESENTS

INDUSTRY
Entertainment

TECHNOLOGIES
Pythian's Enterprise Data Platform (EDP) on Microsoft Azure Cloud, Azure Blob Storage, Azure Data Warehouse, Azure VMs, Azure Operations Management Suite, Power BI, Apache Spark, Apache Nifi, Azure Kubernetes Engine, CosmosDB.

DATA SOURCES
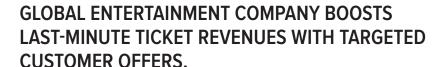Teradata, Snowplow (events tracking), Experian, Flat files

BUSINESS NEED
With customer and sales data in at least five different places, the company needed an integrated view to send customers the most relevant event offers at the right time.

SOLUTION
Pythian's EDP helped AEG Presents leverage Microsoft Azure to integrate data from their sales, marketing and financial systems and create intelligent customer purchasing profiles.

RESULT
The company sent targeted offers to prospects most likely to buy last-minute tickets to fill empty seats at concerts and events, increasing revenue.

Pythian
love your data®

GLOBAL ENTERTAINMENT COMPANY BOOSTS LAST-MINUTE TICKET REVENUES WITH TARGETED CUSTOMER OFFERS.

AEG Presents drives ticket purchases for its global entertainment parent AEG Worldwide. But to target the right concertgoers at the right time with relevant ads, and to address use cases like filling empty seats at the last minute before a concert, the company needed a much clearer picture of its customers. They needed to understand their activities, their preferences and—most important—their likelihood to buy certain kinds of tickets at certain times. Only with this intelligence could the company engage prospects with relevant and effective marketing offers at the right time.

BUSINESS CHALLENGE

Ticket sales data at AEG Presents comes from many internal and external sources. Feeds from ticketing agencies like Ticketmaster and AXS each have their own unique layer of business logic, preventing an apples-to-apples comparison among them. Formats are disparate. Trying to manually compile sales, marketing and financial data from many different places and in different formats was wasting valuable hours that should have been spent in marketing analysis.

To get that 360-degree view, AEG Presents had planned to aggregate, clean, and load all of that disparate data onto Microsoft Azure data lake for the purposes of data science exploration. The company also needed to make the integrated data available as an export to marketing systems like Yesmail for campaign management and Lytics, the Customer Data Platform (CDP) AEG was running to create more targeted and effective digital campaigns.

This was a big job, and AEG knew it. So they decided to bring in the data professionals.

AEG

PRESENTS

SOLUTION

Pythian's solution was its Enterprise Data Platform (EDP), a cloud-native data platform to power sophisticated data-driven marketing operations. "Pythian brings significant technology know-how and an uncanny ability to understand our data to get us to the results we want," says AEG Presents' Director of CRM Alejandro Arevalo.

EDP cleans financial, sales and marketing data for delivery into Azure SQL data warehouse, along with a data lake on Azure that feeds into Lytics CDP, which applies data science models for hypersegmentation and targeted marketing. Business logic in the EDP transformation layer creates consistency in the diverse agency feeds.

Data also goes to the data lake for consumption by external applications, SFTP, APIs, vendors and BI tools. The solution includes scalable ingestion and processing layers using a mix of cloud PaaS offerings and industry-standard open source projects.

RESULT

"Pythian is helping us apply data to optimize our user experiences and make our marketing practices more efficient," said Arevalo. "These insights help us communicate with customers in a more timely and personalized way."

EDP enabled the integration with Lytics, which allowed analysts to look at data from multiple geographies, multiple sources and from multiple formats -- in a clean, unified way to unlock the full power of advanced analytics using systems like Lytics CDP. With EDP and Lytics together they were able to slice ticket sales by territory, by month, by type. They can look at the past ticket purchase activity of individual users—and custom audience groups—in terms of artist affinity, quantity, recency, frequency and intensity. They can score users on their likelihood to become more engaged buyers in the future, all in real time since data is continually refreshed. Segmenting smaller slices makes highly personal outreach possible—and more effective.

Pythian
love your data®

AEG
PRESENTS

> " *Pythian is helping us get data ready to optimize our user experiences and make our marketing practices more efficient. These insights help us communicate with customers in a more timely and personalized way."*

Alejandro Arevalo,
Director of CRM at AEG Presents

"We see our data as a strategic catalyst to make our business initiatives more successful, " said Arevalo.

With fully integrated data from multiple sources, AEG Presents now has the customer intelligence it needs for better engagement. And it's paying off. Using EDP the AEG Worldwide subsidiary was able to increase last-minute ticket sales. This was enough to make its parent company call Pythian for an EDP solution of its own!

ABOUT PYTHIAN

Pythian excels at helping businesses around the world use data and the cloud to transform how they compete and win in the data economy. From cloud automation to machine learning, Pythian leads the industry with proven innovative technologies and deep data expertise. For more than 20 years Pythian has built its reputation by delivering solutions to the toughest data challenges faster and better than anyone else.

WORLDWIDE OFFICES

Ottawa, Canada
New York City, USA
London, England
Hyderabad, India

Pythian
love your data®