Using Data to Drive Business for NASCAR and Their Partners

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VP Analytics & Insights
AGENDA

- Industry Positioning
- Types of Data
- Proprietary Tools
- World Class Partners
- OEM Partner Applications
We are NASCAR.

Racing doesn’t mean one thing; it means everything.

And we are racing.
ENDEMIC OEM PARTNERSHIPS

PERFORMANCE ON & OFF THE TRACK

• BEING ENDEMIC MATTERS
• DELIVERY OF $100m+ IN B2B PROGRAM
• AWARENESS AND PURCHASE INTENT
• PRODUCT RELEVANCE
• SHOWCASE PRODUCTS & TECHNOLOGY
• FANS WITH FAVORITE OEM CONSUME MORE NASCAR
• EVOLUTION TO WIN ON SUNDAY, ENGAGE ALL WEEK
• OEM PARTICIPATION IN PLAYOFF PROMOTION
WHAT THE DATA TELLS US

MASSIVE EXPOSURE FOR OEMs IN NASCAR
OEM BRANDS COMPETING IN NASCAR GAIN HUNDREDS OF MILLIONS OF DOLLARS WORTH OF EXPOSURE VIA TELEVISION BROADCASTS OF NASCAR RACES ALONE

STRONG FAN ENGAGEMENT WITH OEMs IN NASCAR
SOCIAL MEDIA RESULTS SHOW OEMs GAIN A DISPROPORTIONATE SHARE OF ATTENTION RELATIVE TO OTHER SPONSORS IN THE SPORT, AIDED INCREMENTALLY BY A PLAYOFF DIGITAL PROMOTION

VEHICLE OWNERSHIP AMONG FANS SHOWS NASCAR IS WORKING
NASCAR FANS ARE AUTO ENTHUSIASTS AND INFLUENCERS, MORE LIKELY THAN NON-FANS TO HAVE A VEHICLE MADE BY NASCAR’S OEM PARTNERS
OUR APPROACH
TWO TYPES OF DATA DRIVE THE BUSINESS

RACING DATA
- Pit Stops
- Speed RPM
- Lap Data
- Driver Biometrics

MARKETING DATA
- Sponsor ROI
- Social Media
- TV/Digital Metrics
- Fan/Brand Sentiment
WE HAVE A BUILD AND PARTNER STRATEGY

WE DESIGN FOR PROPRIETARY ADVANTAGE

WE EMPLOY WORLD CLASS PARTNERS
2017 ANALYTICS & INSIGHTS
WE LEARNED, TESTED AND MADE DATA ACTIONABLE

23 million tweets. 421 million social video views. 1 billion page views. 250 million visits across all NASCAR digital platforms. 2 million completed surveys through the Official NASCAR Fan Council. 50 driver profiles. 14,153 minutes of racing broadcasts. 4 billion social impressions. 463 million social engagements. 344,596 logos on air. 1,600+ brands in the sport. Over 300 insights into fans’ consumer behaviors and attitudes.

• Luntz Track Research
• Live Polling during races
• Fan Segmentation Study
• Fan Media & Engagement Center
• New Sponsorship ROI reporting

• NASCAR Salutes Valuation
• ANA Genius Award
• NASCAR Fantasy Game Testing
• Nielsen Restructure
• Daytona 500 Focus Groups

• 80+ Fan Council Projects
• Driver Likability Analysis
• Split Screen Measurement
• Dale Jr. Fandom Analysis
• Fan Council Surpasses 25,000 Fans
OUR PROPRIETARY ADVANTAGE
OUR FAN COUNCIL

POWERED BY VISION CRITICAL

COMPRISED OF 25,000 FANS

50% COMPLETION RATE

80 PROJECTS ANNUALLY

ENGINE THAT DRIVES KEY INSIGHTS

DRIVER LIKEABILITY

SPONSORSHIP FACTORS

COMPETITION FACTORS

FAN INTERESTS

OEM PURCHASE INTENT
DRIVING THE FUTURE OF THE SPORT

DOUBLE FILE RESTARTS
TESTED CONCEPT PRE-IMPLEMENTATION WITH STRONG FAVORABILITY
POST-IMPLEMENTATION OF RULES CHANGE RESULTED IN 90% FAVORABILITY

DRIVER STAR POWER
CRITICAL ON-RAMP TO FANDOM, HAVING A FAVORITE DRIVER LEADS TO 4 MORE HOURS OF CONSUMPTION/WEEK COMPARED TO FANS WITHOUT A FAVORITE

TRACK VENUE INSIGHTS
ASSIST TRACK PARTNERS WITH INSIGHTS TO UNDERSTAND 25+ KEY DRIVERS FOR SATISFACTION AND FUTURE VISIT INTENT, INCLUDING PRICING, EXPERIENCE, AMENITIES, ETC.

STAGE RACING
TESTED AND TRACKED LIKEABILITY OF NEW FORMAT, RESULTING IN A 35% INCREASE IN LIKEABILITY THROUGHOUT THE SEASON AND DELIVERING ON KEY ITEMS
FAN MEDIA & ENGAGEMENT CENTER

LAUNCHED IN 2013

- Evaluate Emerging Competition themes
- Analyze Trending Topics
- Record KPIs against Benchmarks
DYNAMIC ANALYSIS OF IN-RACE ENGAGEMENT

- Green Flag: Race Begins
- End of Stage 1
- Caution on Kyle Larson
- End of Stage 2
- Caution, Buscher
- Caution, Paul Menard
- Checkered Flag
- Conversation surrounding lead changes

Raceday Hashtags (mentions per minute), left axis
Total Social Conversation (mentions per minute), left axis
TV Viewers (000s), right axis
SOCIAL ENGAGEMENT DESIRED BY BRANDS, AND NASCAR FANS DELIVER

The transition from reach to engagement is here, and NASCAR is poised to win with a highly engaged fan base.

VALUE TO BRANDS
87% of people who Tweeted about NASCAR Racing also Tweeted about a brand*

LEAGUE-LEADING
NASCAR fans engage more frequently on average vs NFL, NHL, NBA, MLB, and F1.

FANS CARE ABOUT OUR CONTENT
Social engagements grew 24% YOY, driven mostly by video, an average digital visitor consumes 4.7 pages per visit, #1 among all leagues.

BRANDED CONTENT
NASCAR has one of the highest engagement rates on branded content in pro sports, ahead of NBA, MLB, NHL, MLS.

Source: Nielsen, MVP Index, FMEC. *Time period of Q3 2017
### FAN ENGAGEMENT WITH OEM PARTNERS

#### BRAND SUPPORT FROM NASCAR-OWNED SOCIAL MEDIA

<table>
<thead>
<tr>
<th>KPI</th>
<th>OEM A</th>
<th>OEM B</th>
<th>OEM C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>21M</td>
<td>20.1M</td>
<td>9.2M</td>
</tr>
<tr>
<td>Engagements</td>
<td>285.2K</td>
<td>264.7K</td>
<td>133.6K</td>
</tr>
<tr>
<td>Video Views</td>
<td>1.9M</td>
<td>1.9M</td>
<td>104K</td>
</tr>
</tbody>
</table>

#### NASCAR OEM BRAND MENTIONS VS. OTHER OFFICIAL PARTNERS

- **OEM A**
- **OEM B**
- **OEM C**

### PLAYOFFS DASHBOARD 2016 vs. 2017

<table>
<thead>
<tr>
<th>Metric</th>
<th>2016</th>
<th>2017</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total Visits</td>
<td>879,685</td>
<td>746,605</td>
<td>+48% Y/Y</td>
</tr>
<tr>
<td>Total Entries</td>
<td>168,171</td>
<td>120,443</td>
<td>+39% Y/Y</td>
</tr>
<tr>
<td>Registrations</td>
<td>47%</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Opt-Ins</td>
<td>120,443</td>
<td>47%</td>
<td>+50% Y/Y</td>
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</table>

Source: NASCAR Fan and Media Engagement Center (FMEC), Twitter Analytics, Facebook Insights (2017)
Source: OEM Playoff Promotion, teamDigital
USING TECHNOLOGY TO GET RICH DATA AT OUR BIGGEST MOMENT

NEW TESTING
NEW TECHNOLOGY
NEW DATA

SOCIAL DRIVEN INSIGHTS
GUIDING MARKETING EFFORTS
RETAINING/GROWING FANDOM
How It Works
REMESH TESTING RESULTS

58 questions asked during 4.5 hr session.
Covered many aspects that make up the sport.

Driver interviews
Race feedback
Product feedback (new stage racing)
TV coverage
Perceptions of crashes
Personal meaning of the Daytona 500 (ex: traditions)
‘Second-screen’ consumption
NASCAR Sponsors
EACH DRIVER CAN SERVE A PURPOSE

**CHASE ELLIOTT**

![Image of Chase Elliott](image)

**REACH AND ENGAGEMENT**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total</th>
<th>Change YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>1,038,196</td>
<td>+0.3% YOY</td>
</tr>
<tr>
<td>Facebook</td>
<td>172,300</td>
<td>+0.5% YOY</td>
</tr>
<tr>
<td>Twitter</td>
<td>279,851</td>
<td>+0.5% YOY</td>
</tr>
<tr>
<td>Total active followers</td>
<td>9%</td>
<td>91% passive</td>
</tr>
</tbody>
</table>

**EARNED SOCIAL MEDIA**

- TOTAL MENTIONS OF DRIVER (12 months): 375,055
- AVERAGE DRIVER POST RATE: 11 / WEEK
- TOTAL ENGAGEMENT WITH DRIVER SOCIAL CONTENT (12 months): 1,148,556
- AVERAGE ENGAGEMENTS PER POST: 2,088

**DEMOGRAPHICS**

- Gen X: 35%
- Millennial: 54%
- Gen Z: 1%
- Boomers: 9%
- Female: 26%
- Male: 74%
- White: 87%
- Black: 2%
- Asian: 2%
- Hispanic: 8%
- West: 13%
- Southwest: 10%
- Midwest: 20%
- Southeast: 40%
- Northeast: 16%

**PSYCHOGRAPHICS**

- AVID MOTORSPORTS FANS: 68%

**FANDOM OVERLAP**

- Of NASCAR followers, 53% also follow Chase Elliott
- Of Chase Elliott followers, 37% also follow NASCAR

**FOLLOWER INTERESTS**

- Ice Hockey
- Combat Sports
- Racquet Sports
- eSports

**FOLLOWERS NON-ENDEMIC MUTUAL FRIENDS**

- LEAGUES: 84%
- MAINSTREAM ATHLETES: 23%
- POP STARS: 0%
KEY DEMOGRAPHIC, PSYCHOGRAPHIC AND GEOGRAPHIC INSIGHTS ABOUT EACH DRIVER’S FAN BASE CAN GUIDE TARGETED MARKETING EFFORTS

**DANIEL SUAREZ**
FAN ATTRIBUTES

- Hispanic
- Millennials
- Gamers
- Soccer
- Live Music Events

**CHASE ELLIOTT**
FAN ATTRIBUTES

- Ice Hockey
- Combat Sports
- DIY Home Improvement
- Racquet Sports
- Outdoor Activities

Source: Wasserman UNLOCK Profiler (July 2017)
IN SUMMARY

WE DESIGN FOR PROPRIETARY ADVANTAGE

WE EMPLOY WORLD CLASS PARTNERS

ACTIONABLE DATA