



Astana Pro Team Strengthens Partnerships Using Sponsorship Analytics

Astana Pro Team, professional UCI WorldTour cycling team from Kazakhstan, 3-time Tour de France winner and 48-time Grand Tour stage winner, wanted to retain and grow sponsorship revenue by exceeding partner expectations, forming new partnerships and bringing new assets to market. They had previously worked with Nielsen Sports, but they needed a flexible platform that would allow them to have more control over their analytics and reporting.

Astana Pro Team wanted to:

- **Increase revenue** by partnering with new sponsors
- **Increase revenue** by identifying new assets to bring to market
- **Retain existing partners** by demonstrating global sponsorship value and optimising activations to drive maximum exposure

They partnered with GumGum Sports to:

- **Analyse global sponsorships across multiple channels within one platform** - This included broadcast TV and social media platforms such as Twitter, Instagram, Facebook and YouTube.
- **Uncover the widest amount of sponsor value** - Astana Pro Team wanted to capture media value beyond just their owned social media accounts - including value driven by riders, media and fan accounts.
- **Examine and optimise performance across multiple metrics and variables including by individual sponsor, asset and channel** so they could optimise programmes accordingly to maximise brand impact for sponsors
- **Create and export custom, on-demand reports** to use for monthly sponsor reports, to present to potential partners and to share results with media outlets to drive media coverage.

The Results:

- **Increased revenue by onboarding new sponsors** - Astana Pro Team was able to analyse the value of individual assets and turn the insights into fair-priced sponsor offerings. Their ability to demonstrate the value of individual assets resulted in them partnering with a brand new jersey sponsor.
- **Delighted existing partners with a customised and rewarding partner experience** - Astana Pro Team used GumGum Sports' flexible platform and reporting capabilities to share detailed monthly recaps, resulting in a partnership built on transparency, trust and proven success. They were able to report on the value driven by their owned social media accounts as well as fan, athlete media accounts, resulting in more value driven back to partners.
- **Saved time and reduced costs** - The organisation was able to drive costs and complexity out of their business by avoiding the need to purchase and manage different vendors for each media channel. Additionally, they eliminated the need to comb through generalised analytics reports, by using GumGum Sports' real-time reporting to generate personalised sponsor reports.

“GumGum has given us the opportunity to bring a higher level of professionalism to the way we work with partners. As a team at the highest level of cycling, we are always looking to drive value for our partners in new ways. GumGum Sports has been key in helping us do this, by identifying and pricing new inventory and delivering real-time performance analytics that we share with partners on a monthly basis. GumGum contributes a lot to our ability to provide a white glove partner experience.”

-- Sven Jonker, Marketing Communications Manager