

Esports Grow Revenue Using Sponsorship Analytics



A global esports media company and tournament organiser, whose events attract the attention of over 300k peak viewers, worked with GumGum Sports to track and analyse the impressive value they were able to deliver to their partners. This resulted in increased revenue through sponsor retention, new business, and the commercialisation of new assets.

The Challenges:

- **Grow sponsorship revenue by partnering with non-endemic brands.**
- **Retain and expand revenue with existing partners.**
- **Identify new assets to bring to market.**
- **Reduce costs associated with managing multiple vendors by consolidating technologies across multiple channels.**

They partnered with GumGum Sports to:

- **Analyse sponsorship exposure and value across all channels.** This includes global TV broadcast, Twitch and social media platforms such as Twitter, Instagram, Facebook and YouTube.
- **Capture the widest net of sponsor value** to show the complete picture when reporting back to their partners. They needed to analyse brand exposure across all of social media—owned and non-owned accounts—including (but not limited to) players, fans, news, and highlight accounts.
- **Track and report on sponsor performance in near real-time** to build long-term partnerships based on transparency and trust.
- **Examine and optimise performance across multiple metrics and variables**— including by individual sponsor and asset—so they could drive greater value, customise programs accordingly, and ultimately renew and sign new partners.

The Results:



Grew sponsorship revenue with non-endemic brands. By presenting detailed and granular analytics, the company was able to demonstrate the proven value of their assets, allowing them to significantly expand revenues from brands that were new to the esports space.



Retained existing sponsors. By working with a single partner to track sponsorships across multiple platforms and channels, the company was empowered to compare sponsor activations with a more streamlined approach, ultimately allowing them to make smarter optimisations that drove more value for sponsors, resulting in happy partners and more renewals.



Commercialised multiple new assets. They were able to identify new revenue-generating assets to bring to market.



Saved time and reduced costs. The organisation was able to drive costs and complexity out of their business by eliminating the need to purchase and manage different vendors for each channel.

