



BrandTenet™

The intersection of consumer and brand

“DIGITAL MARKETING STRATEGIES”
Leveraging The “Back-End” Tools

Professional Background

RACING INDUSTRY EXPERIENCE:

- First Job Out of Undergrad:
 - Arlington Park, Assistant to the VP of Marketing
 - Sponsorship Manager
- Director of Marketing – Los Alamitos Racecourse

CLASICALLY TRAINED CONSUMER BRAND MARKETER:

- Industry Experience: Retail, Agency, Manufacturing, CPG and Consulting. Developed & launched +1,500 products across 45 different categories

EDUCATION:

B.S. in Agribusiness – Cal Poly University - San Luis Obispo, CA
M.B.A. – Pepperdine University - Malibu, CA

THOROUGHBRED OWNER: Red Apache, Grandson of Tabasco Cat



We Call Him Riggs!

Purchased “Off-the-Track” (Turf Paradise) in 2014 as a 4 YO.



**2015 Pima Cup
Futures Champion!**



Agenda

- What is “Big Data”?
 - Creating a Frame of Reference
 - The “4 V’s” – Drivers of Big Data
- Social Media Data Sources & Technology Landscape
- Data Types: Structured vs. Unstructured
- Consumer Insights & Today’s Systems
 - Implementing Unstructured Data
 - Data Visualization

Social Media Influencers

- The “Klout” Score
 - Identifying Social Media Influencers
 - Measuring Influencer Value
- Identifying Racing Data
 - Key Takeaways



Big Data is like teenage sex:

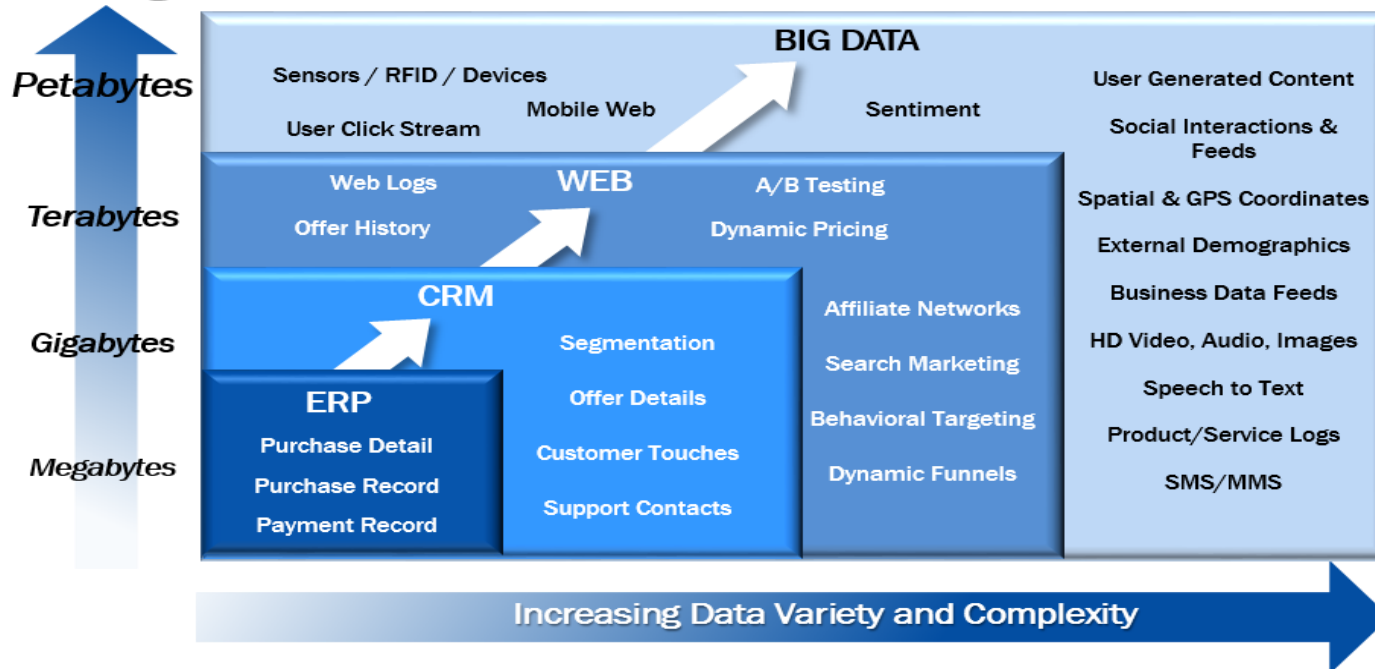
- Everyone talks about it
- Nobody really knows how to do it
- Everyone thinks everyone else is doing it
- So everyone claims they are doing it



What is Big Data?

Data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a reasonable amount of time.

Big Data = Transactions + Interactions + Observations



Data Frame of Reference

Megabyte (MB) - A good sized novel.

Gigabyte (GB) - 1600 books. About 300 MP3s.

Terrabyte (TB) – 1.6M books. 30 weeks worth of high-quality audio.



Petabyte (PB) – 160M books.

Exabyte (EB) – 3000 times the entire content of the Library of Congress.

Zettabyte (ZB) – 1 billion Terrabytes; Two hundred billion DVDs.

Yottabyte (YB) – 1 trillion Terrabytes.



The "Four V's" – Drivers of Big Data

40 ZETTABYTES

[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005



It's estimated that **2.5 QUINTILLION BYTES**

[2.3 TRILLION GIGABYTES]
of data are created each day.



Volume
SCALE OF DATA

6 BILLION PEOPLE
have cell phones



WORLD POPULATION: 7 BILLION

Most companies in the U.S. have at least **100 TERABYTES**
[100,000 GIGABYTES]
of data stored



The New York Stock Exchange captures

1 TB OF TRADE INFORMATION
during each trading session



Modern cars have close to **100 SENSORS**
that monitor items such as fuel level and tire pressure

Velocity
ANALYSIS OF
STREAMING DATA

By 2016, it is projected there will be

18.9 BILLION NETWORK CONNECTIONS

— almost 2.5 connections per person on earth



1 IN 3 BUSINESS LEADERS

don't trust the information they use to make decisions



Veracity
UNCERTAINTY OF DATA

27% OF RESPONDENTS

in one survey were unsure of how much of their data was inaccurate

Poor data quality costs the US economy around

\$3.1 TRILLION A YEAR



As of 2011, the global size of data in healthcare was estimated to be

150 EXABYTES
[161 BILLION GIGABYTES]



By 2014, it's anticipated there will be

420 MILLION WEARABLE, WIRELESS HEALTH MONITORS

Variety
DIFFERENT FORMS OF DATA

4 BILLION+ HOURS OF VIDEO
are watched on YouTube each month



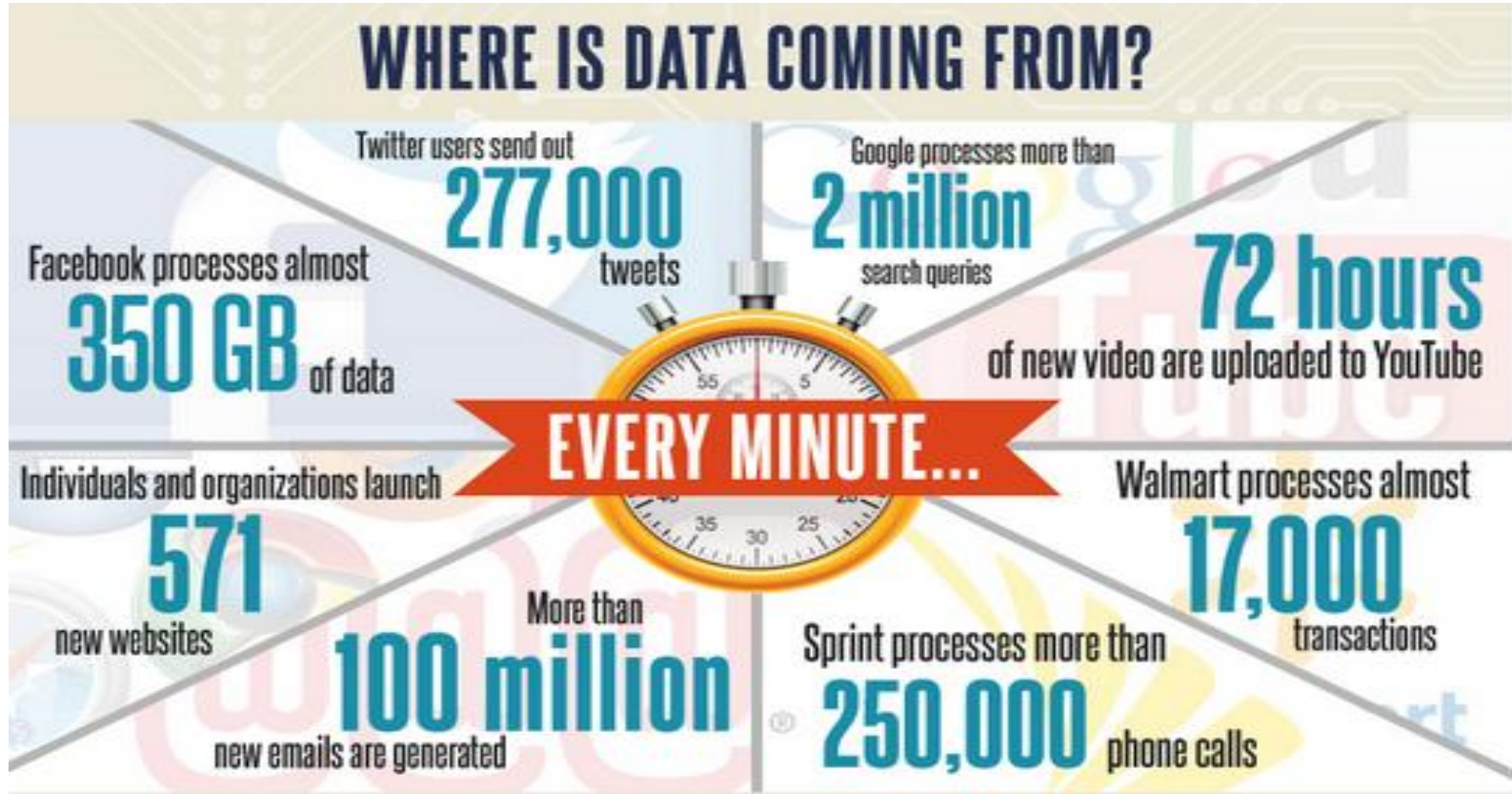
30 BILLION PIECES OF CONTENT
are shared on Facebook every month



400 MILLION TWEETS
are sent per day by about 200 million monthly active users



Data Sources



Social Media Landscape



Twitter
facebook

Structured vs. Unstructured - Defined

Data is classified as either Structured or Unstructured.

- **Structured Data** refers to information that resides in a traditional row-column database—like Excel.
- **Unstructured Data** refers to information that doesn't reside in a traditional row-column database.

NOTE: Experts estimate that 80 to 90 percent of the data in any organization is unstructured.



Examples of Structured Data

Structured Data usually refers to information that resides in a traditional row-column database—like Excel. Here the data is stored in fields in a database

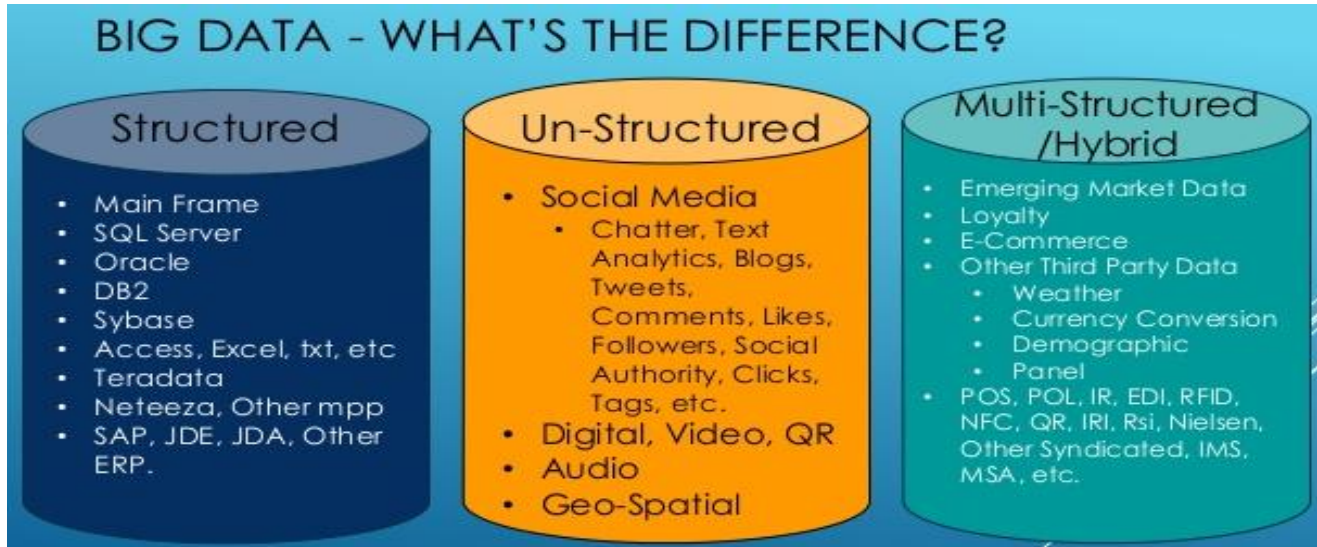
TOP 4 tells you how often a horse ranked within the Top 4 for a factor wins this race type

Factors		Winning Posts	Winning Payout	Races		All Spd. Pace Earn. Tim./ock ... Form Class								
RANK	FACTOR	TOP 4 RANKED				WIN%	PLACE%	SHOW%	ACCURACY	WIN ROI	PLACE ROI	SHOW ROI	TOP 4	ADV.
⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	
1	Avg. Best 2 of Last 3	6	7	4	8	32	64	68	31.58	\$ 25.60	\$ 19.40	\$ 2.90	75	3.2
18	Best Speed Today's Track	4	8	1	7	14	29	43	21.87	\$- 31.20	\$- 23.80	\$- 14.90	75	4.0
24	In The Money Percent	8	6	2	7	14	32	36	16.04	\$- 22.20	\$- 21.40	\$- 24.20	71	4.0
8	Avg. Turf Earnings	7	4	8	5	18	43	61	28.18	\$- 25.40	\$- 4.00	\$- 0.10	68	8.2
10	Turf Pedigree Rating	7	8	2	1	25	39	43	17.29	\$ 13.60	\$ 10.40	\$- 9.10	68	6.0
15	Avg. Speed Last 3	4	7	8	1	11	50	54	21.76	\$- 38.40	\$- 1.00	\$- 11.70	68	6.0
17	Best Speed Turf	7	5	1	4	14	39	46	25.36	\$- 38.00	\$- 13.60	\$- 14.70	68	5.7



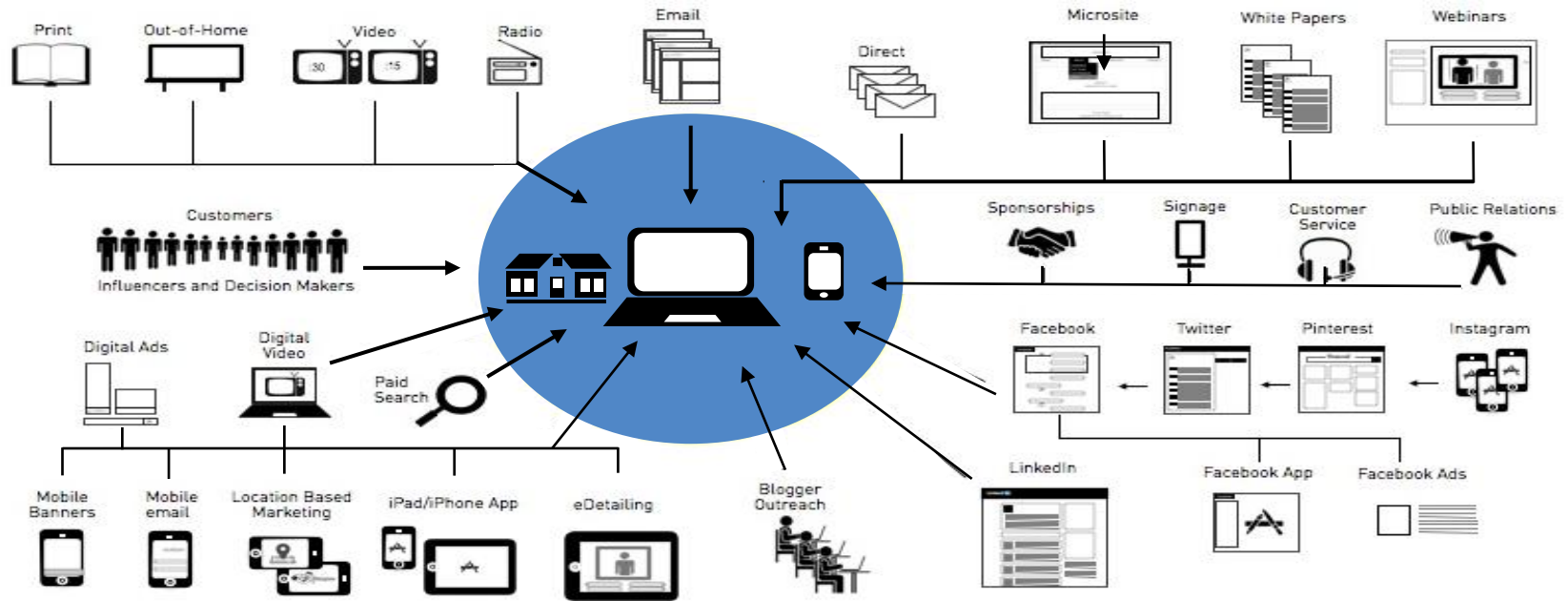
Examples of Unstructured Data

Unstructured Data files often include text and multimedia content. Examples include **email messages, word docs, videos, photos, audio files, presentations, etc.** This data doesn't fit neatly in a database.



Consumer Insights

Today's systems can structure the unstructured, then correlate key internal data with the relevant social media universe – revealing new, actionable insights.



Implementing Unstructured Data

Big Data Tools

Software like **Hadoop** or **Oracle Endeca** can process both unstructured and structured data that are extremely large, very complex and changing rapidly.

BY 2015
90%
of data will be
UNSTRUCTURED

GROWTH OF THE WORLD'S "DIGITAL UNIVERSE"



Data Integration Tools

Combine data from disparate sources to be analyzed from a single application & the capability to unify structured and unstructured data.

Search and Indexing Tools

These tools retrieve information from unstructured data files such as documents, Web pages and photos



Data Visualization

Data visualization is the presentation of data in a pictorial or graphical format.



Social Media Influencers

A Social Influencer is one who:

- Has the maximum followers
- Can influence others easily
- Creates and shares content regularly

Benefits of identifying Social Influencer:

- Leverage 3rd-Party credibility (others)
- Expand the message & the business

How to Identify the Influencers:

- Scores like “Klout” score are available to measure the influence of someone in social media



The Klout Score

- **Klout** is a digital service that uses social media analytics to rank its users according to online social influence via the "Klout Score"



- **Klout** measures influence by using data points from various sites
 - Twitter, Facebook, Google+, LinkedIn, Instagram etc., and Klout itself.
 - Count, follower count, retweets, list memberships, influential follower retweets unique mentions. Information is blended with data from other social network followings & interactions to come up with the Klout Score.

Identifying Social Media Influencers

When developing an influencer outreach campaign, make sure you've got a good "READ" on the situation!

R



REACH: How large an audience does the influencer speak to?

E



ENGAGEMENT: How well can the influencer motivate their audience?

A



ALIGNMENT: How topically aligned to the brand is the influencer?

D

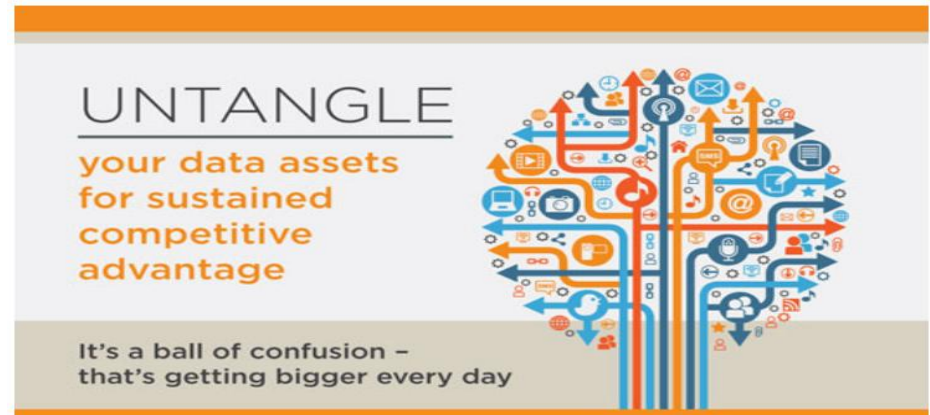


DATA: How willing is the influencer to provide more data?

Measuring Influencer Value

Several Key Performance Indicators (KPIs) can be combined into meaningful ratios to help measure audience activity and engagement.

- Sentiment
- Re-tweets
- Forward to a friend
- Social media sharing
- Comments
- Like or rate something
- Reviews
- Contributors and active contributors
- Page views
- Unique visitors
- Traffic from social networking sites
- Time spent on site
- Response time



Identifying Racing Data

- Wagering volumes, on-track/off-track/on-line
- Loyalty program information
- Attendance
- Non-wagering revenues (F&B, Parking, Merchandise)
- Social Media sites, racing blogs
- Odds
- Race quality/types
- Results
- Handicapping data
- Performance history
- Wager types: win, place, show, exotics
- Weather
- Seasonality
- Track condition
- Special events

TOP 4 tells you how often a horse ranked within the Top 4 for a factor wins this race type

Factors	Winning Posts	Winning Payout	Races	WIN%	PLACE%	SHOW%	ACCURACY	WIN ROI	PLACE ROI	SHOW ROI	TOP 4	W/L	Class
1 Avg. Best 2 of Last 3	0		32	64	68	31.58		\$ 25.60	\$ 19.40	\$ 2.90	4	0	
18 Best Speed Today's Track	0		14	29	43	21.87		\$ -31.20	\$ -23.80	\$ -14.90	73	2	
24 In The Money Today's Track	0		14	32	36	21.87		\$ -22.20	\$ -21.40	\$ -24.20	73	0	
8 Avg. Turf Percent	0		18	43	61	16.04		\$ -25.40	\$ -4.00	\$ -0.10	71	4.0	
10 Turf Pedigree Rating	0		23	39	43	28.18		\$ 13.60	\$ 10.40	\$ -9.10	68	0	
15 Avg. Speed Last 3	0		11	50	54	17.29		\$ -38.40	\$ -1.00	\$ -11.70	68	0	
17 Best Speed Turf	0		14	39	46	29.36		\$ -38.00	\$ -13.60	\$ -14.70	68	7	

