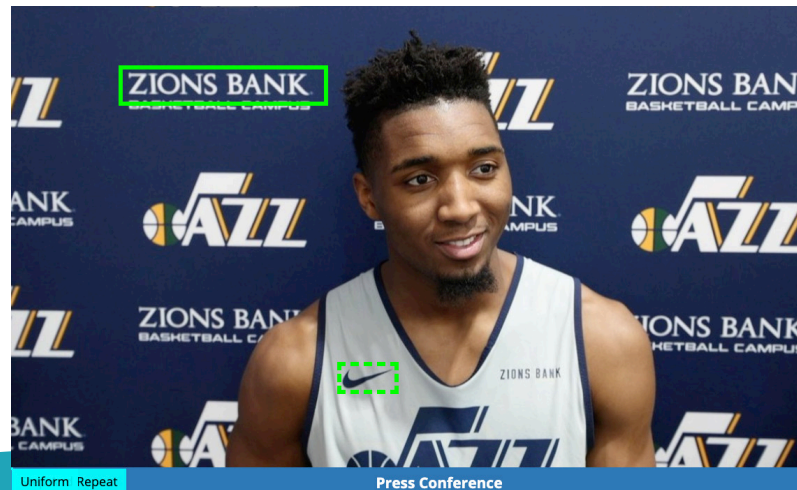


## CASE STUDY

# Larry H. Miller integrates Blinkfire Analytics across its properties

## CHALLENGE

Larry H. Miller Sports & Entertainment (LHMSE) owned and operated the Utah Jazz, Jazzing Gaming, Salt Lake Bees, Salt Lake City Stars, Tour of Utah, Megaplex Theatres, and The Zone. As a large organization with numerous sponsors across their different properties, LHMSE needed a robust solution in 2018 to audit their social media sponsorships and social media analytics in real-time to ensure their content drove value for sponsors and potential opportunities.



## SOLUTION

LHMSE created a more automated and efficient process when reporting to brand partners. Internally, more than 40 licensed users across partnerships and digital sales to business intelligence leveraged Blinkfire Analytics' data, insights, and customer success team.

One great example involved Salt Lake City-based Zions Bank. The Utah Jazz's sponsor appeared on assets such as digital overlays, pole stanchion LEDs, and step & repeats but was missing exposure during press conferences. Photos posted across social either had Zions Bank blurry or the brand's logo completely cut off. Based on data from Blinkfire Analytics, including most valuable social channel and average engagement per press conference post, the Utah Jazz brought their findings to the social media and marketing teams. Within weeks, press conference photos across social media began to include clear exposure for Zions Bank, giving the brand added value and ROI.

**Zions Bank-branded press conference posts increased 23% during the 2018-2019 season compared to the 2017-2018 season.**

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.



To learn more about Blinkfire Analytics, email at [info@blinkfire.com](mailto:info@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

