



GumGum Sports Launches Industry-Leading Analytics Module for Streamlining Sponsorship Analysis and Reporting

As rights holders turn to digital channels, Auto Collections provides real-time insights on how sponsored assets are performing.

Los Angeles/London, 8th January 2020: GumGum Sports, the leading AI-powered sponsorship analytics platform, has launched a new analytics module called Auto Collections, which enables sports teams and rights holders to systematically analyze the media value of branded content and sponsor signage across social media, linear broadcast and streaming platforms.

The process of tracking and valuing sponsorship exposure is complex and time consuming, often requiring manual support, even with traditional analytics solutions. Auto Collections removes the manual work and speeds up the process, by automatically categorizing and analyzing sponsor exposure based on custom filters that the user presets. Users can return to their pre-set reports throughout the season to see how their sponsors, assets and branded campaigns are performing over time.

This automated analysis enables rights holders to create, track and report on the holistic value of sponsored campaigns, quickly identify high and low value sponsorships and deliver more value to sponsors mid season to help renew and expand partnerships. Launch clients for Auto Collections include Premier Lacrosse League, Kroenke Sports & Entertainment, Scout Sports and Entertainment and a professional Belgian football team.

The launch of Auto Collections comes at a critical time for the sports industry. With live sports still returning with shortened seasons and limited live audiences, rights holders have turned to digital to drive value for sponsors. However, there is uncertainty about what value new assets such as seat tarps or branded content campaigns drive, and rights holders are under increased pressure from partners to deliver real-time performance data so they can see how they are performing before it is too late in the season.

Scott Savran, Senior Manager at Scout 360, said, "One of the reasons we enjoy working with GumGum Sports is they are committed to regularly evolving their platform. We participated



in the Auto Collections beta program and are excited by the benefits the new feature has created for us. Specifically, Auto Collections has allowed us to more efficiently analyze the impact of individual social media campaigns and examine sponsorship impact year-over-year for our portfolio of clients."

"GumGum Sports is committed to developing the most advanced sponsorship analytics platform in the industry" said Brian Kim, General Manager at GumGum Sports. "The addition of Auto Collections to our suite of products is another step forward, as we continue to expand the functionality of our platform, giving our clients the broadest single platform in the industry. Auto Collections allows sports teams and leagues to identify high value branding opportunities in real-time in order to expand value creation for sponsors mid-season. Crucially, this helps rights holders to drive better renewals and expansion of wallet, something traditional sponsorship analytics platforms cannot deliver."

[Contact GumGum Sports](#) to learn more about Auto Collections and GumGum Sports' suite of sponsorship analytics tools.



Boilerplate

About GumGum Sports

GumGum Sports is an AI-powered sponsorship analytics solution that delivers timely data and insights to help brands, agencies, properties and media companies contextualize the value of their sponsorships. A division of computer vision pioneer GumGum, the company captures the full media value of sports sponsorships across live broadcasts, social media, and digital streaming, enabling rights holders to retain and grow partner revenue and giving sponsors the ability to track and optimize media value across a portfolio of sponsorships. For more information, visit www.gumgum.com/sports

