



CASE STUDY

MIAMI MARLINS LEVERAGE STATS PASS® TO AMP UP DIGITAL MEDIA

WEBSITE: www.mlb.com/marlins

FURTHER INFORMATION: www.stats.com/statspass/

CLIENT PROFILE

MIAMI MARLINS

The Miami Marlins won the World Series in 1997 in only the franchise's fifth year of existence and accomplished the feat again in 2003, when they defeated the New York Yankees. Now Derek Jeter is part of a new ownership group looking to re-engage the Marlins' fan base and create sustained success.

BUSINESS NEED

HISTORICAL BASEBALL DATABASE

With particular attention being paid to digital and social media channels, the Marlins were seeking an in-depth historical sports database to help provide interesting statistics and trends to support the team media guide and social channels.

SOLUTION

STATS PASS

STATS client services partnered with the Marlins to implement STATS PASS to support the team's research and fan engagement efforts. As the most comprehensive and easy-to-use historical sports database in the industry, the Marlins have expanded their use to multiple departments across the franchise since adoption. "We find the amount of searchable information, not only for our franchise but the last 100 years of baseball itself, invaluable," said Marty Sewell, the Marlins' Director of Publications and Baseball Information.

RESULT

IMPROVED EFFICIENCY AND DIGITAL CONTENT QUALITY

STATS PASS' user-friendly interface and hundreds of statistical splits have been vital features for the Marlins' baseball information team, specifically when gathering data on statistical streaks and player performance within a specific date range. The Marlins' ability to search STATS PASS and pull numbers within seconds has increased their social media reach, including the development of #FishFacts, which consist of team- and player-specific notes mined from STATS PASS' millions of historical data points. This campaign is sent to more than 322,000 Twitter followers prior to every game, averaging more than 50 retweets and 200 likes per #FishFacts tweet. "Our daily routine would take much, much longer to complete if we didn't have STATS PASS," Sewell said. "We've never questioned the accuracy of STATS PASS and never will."



STATS captures and distributes the most sports data in the world. STATS combines the industry's fastest and most accurate data feeds with the largest trove of sports data and the richest historical database. The most innovative brands, media and tech companies, and sports leagues and teams trust STATS to find their winning edge.

STATS