



Case Study: SportsPro Media Awards



TrillerTV's Digital Sports Media Transformation Through Predictive Insights and Real-Time Personalization

At TrillerTV, we've transformed our product and marketing strategy by leveraging data, automation, and deep learning to drive digital business growth with efficiency and scale, laying the foundation for our business expansion into a multi-sport environment on a global scale.

Operating within a complex business setup that supports TVOD, SVOD, and AVOD models, we addressed one of the pressing challenges in sports media: fragmented data across platforms, payment systems and distribution channels through a centralized data infrastructure.

The data lakehouse powers our proprietary machine learning models to enable real-time personalization, precision marketing, and partner-facing analytics.

Data centralization was the foundation to activate initiatives to improve DTC marketing and measurement excellence.

AI-Powered Content Recommendation Engine

Our proprietary recommendation engine dynamically curates content based on user behavior, lifecycle stage, and sports preferences.

The engine curates personalized content feeds based on user behavior, sports preferences and lifecycle stage. It powers push notifications, emails and on-platform content discovery delivering 1:1 personalization at scale and increasing content relevance at every touchpoint.

In addition to delivering relevant content experiences at scale, our automation significantly improved internal efficiency by streamlining the promotion of 45+ live events weekly in a high-frequency, high event turnover environment achieving over 500% ROAS.

Efficiency

45+ Live event
weekly

Achieving

500% ROAS

PPV Sales Prediction Engine

To enhance partner transparency and support strategic marketing decisions, we developed a PPV Sales Prediction Engine powered by deep learning based on data points stored in our data lakehouse.

Trained on data from 10,000+ live events, it delivers 90% forecast accuracy five days before broadcast, enabling smarter campaign timing, media budget allocation, and content planning.

These insights inform media spend and campaign timing. The model also serves as a valuable enablement tool for partners providing early insights into market demand and purchase propensity.

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Partner Enablement through Smart Reporting

We provide real-time dashboards at partner level with viewership and purchase trends on an event basis. Additionally, we mapped high value user cohorts across SVOD and TVOD models to identify high-conversion paths. This enabled the creation of a lifecycle-based communication framework to improve retention.



Cost / Purchase

\$ 4.96

ROAS

1,060%

What makes our data integration unique?

Unlike typical broadcast environments, TrillerTV supports TVOD, SVOD, and AVOD models within a unified product experience.

This complexity introduces layered cross-sell and upsell opportunities, making the customer journey uniquely multifaceted.

To navigate this, we developed lifecycle models that track users across key engagement stages, enabling us to map critical user paths and generate actionable, audience-level insights. Marketing efforts became directly attributable, allowing for strategic adjustments at each stage of the funnel.

Identifying high-value cohorts such as “Loyal PPV buyers but dormant subscribers,” “High-LTV subscribers with low PPV activity” or “Top spenders inactive in the last 90 days” inform cohort-specific activation strategies to boost engagement and LTV.

Finally, having a centralized data infrastructure with ML driven application for direct to consumer communication unlocks business value beyond marketing.

This always-on dashboard delivers live event performance as it happens, making TrillerTV one of the most transparent data-rich platforms for content rights holders in the live sports space.

We operationalized our data by integrating it into a real-time reporting interface

accessible to
900+ content publishers



*Since its launch 10 years ago, TrillerTV has been an advanced data collection, aggregation, and recommendations engine," said **Eric Winter, President & Chief Operating Officer of Flipps Media, Inc.** , parent company of TrillerTV. "Our core values focus on Content Delivery Optimization, Real-Time Analytics and Operational Efficiency. I am extraordinarily proud of our entire company, whose daily focus is how to better enhance the customer journey and experience."*

Technical Excellence in Delivering Impactful Data for Live Sports

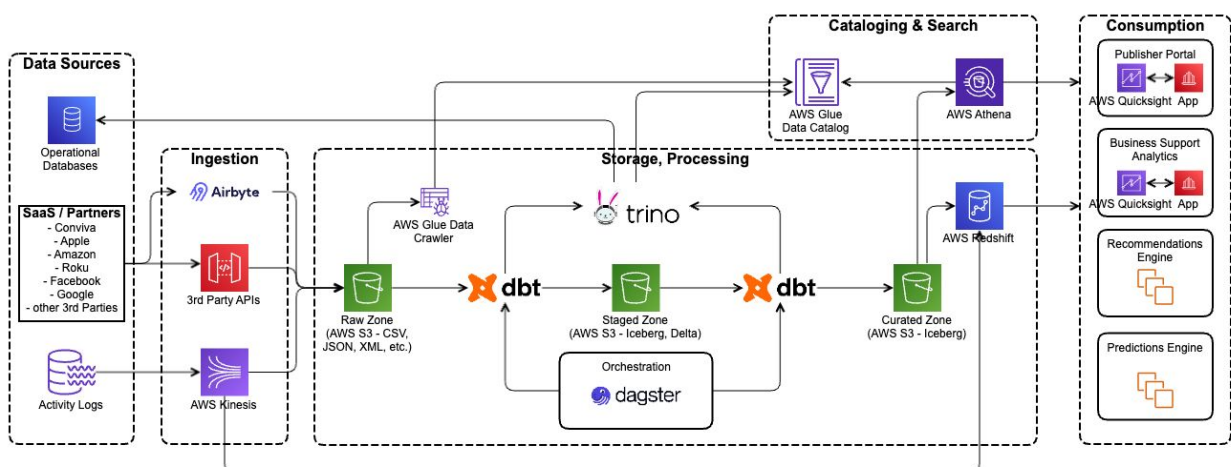
At TrillerTV, building a scalable data infrastructure was essential to enable growth at scale and deliver meaningful insights. As a product-led company, understanding user behavior across every touchpoint was critical to driving conversion, engagement, and loyalty, particularly in a high-frequency, live sports environment.

One of our primary challenges was overcoming data fragmentation in a highly complex ecosystem. We needed to stitch and centralize data from our owned and operated platforms, then enrich it with external distribution sources to build a complete and unified user identity.

We integrated data from over 10+ distribution platforms we have native integrations with and stitched it with data from external sources such as Conviva, Google Analytics 4, Google Ads, Meta,

and others creating a 360-degree view of the user journey. Consolidation of transactional data from seven different global payment providers (Stripe, Braintree/PayPal, Apple, Google, Amazon, Roku, Huawei), across 180+ countries and currencies was an additional challenge that required data modelling and data normalization to enable unified payment and revenue reports to partners in real time.

High level architecture of our data lakehouse:



Our business is built on a bottom-up approach, where a strong data foundation empowers marketing to guide users from first-time visitors to loyal PPV purchasers, efficiently and at scale. By unlocking the value of the below smart MarTech activations, we've achieved 100% improvement in marketing efficiency. Our unified data approach not only empowers direct-to-consumer personalization but also enables content partners to access real-time insights, making TrillerTV one of the most data-driven, transparent platforms in sports media.