

**DATA  
INSIGHTS  
THAT CAN  
CHANGE YOUR  
BUSINESS.  
BROUGHT TO  
YOU BY  
IMATHLETE**

**IMATHLETE CARES**  
**ABOUT DATA.**  
**BECAUSE GOOD**  
**DATA LEADS TO**  
**GOOD DECISIONS.**  
**GOOD DECISIONS**  
**LEAD TO MORE**  
**REVENUE. MORE**  
**REVENUE GROWS**  
**YOUR BUSINESS.**  
**WE HAVE BILLIONS**

OF DATA POINTS  
FROM MILLIONS OF  
ATHLETES. OUR  
SURVEYS HAVE  
OVER 370,000  
RESPONSES. WE  
WANT TO SHARE  
SOME DATA WITH  
YOU SO YOU CAN  
MAKE GOOD  
DECISIONS TOO.

# THE REASON WHY PARTICIPANTS SELECT YOUR EVENT



LOCATION,  
LOCATION,  
LOCATION **46%**

DATE **22%**

FRIENDS ARE  
DOING IT **15%**

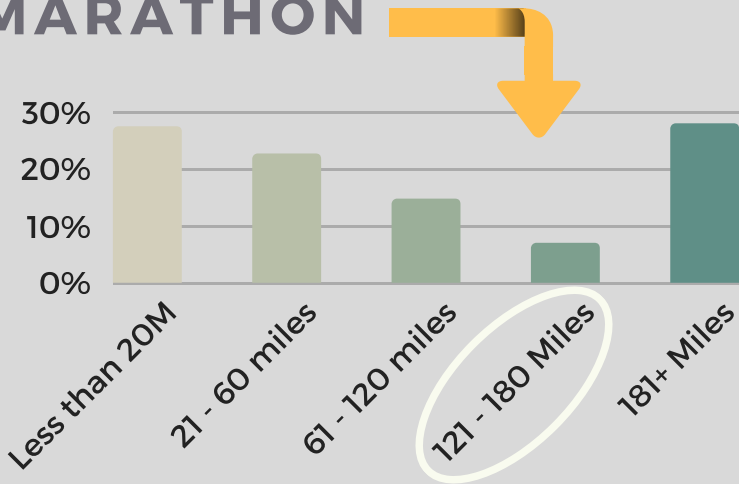
PRICE IS  
REASONABLE **13%**

EVENT  
COMPANY **5%**

## Key insight

Create a series with other events to guide athletes and their friends on a journey.

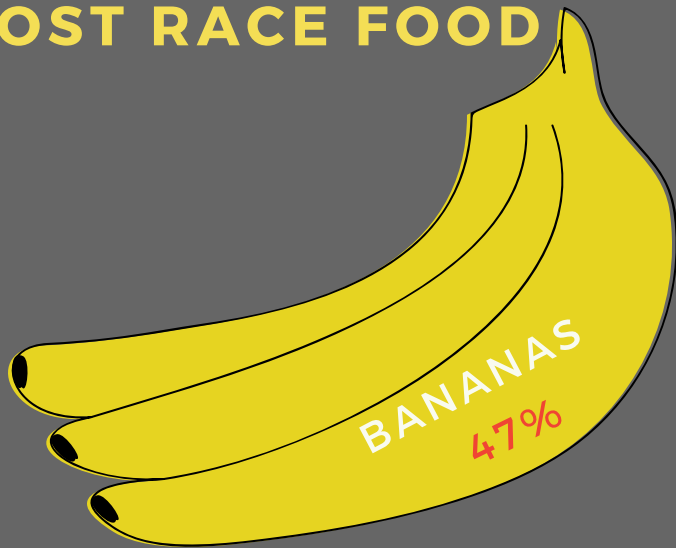
# THE DISTANCE RUNNERS WILL TRAVEL FOR A HALF MARATHON



**Key insight** Focus your marketing on locals (<100 miles) and those outside of a 3 hour drive. A half marathon is either a day trip or a vacation. Not in-between.

# PARTICIPANTS FAVORITE

## POST RACE FOOD



### Key insight

Don't underestimate the importance of bananas. And the power of pizza.

**13%** NUTRITION BAR

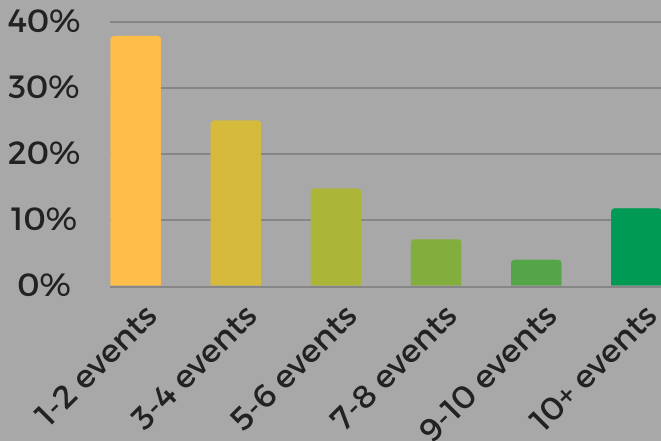
**11%** PIZZA

**5%** DONUT

**2%** CHIPS

**1%** HOT DOG

# NUMBER OF EVENTS PARTICIPANTS DO PER YEAR



**Key Insight** Your participants will do 4.2 events per year, on average, down from 7.8 five years ago. Make them feel special or risk losing them.

# 3 THINGS TO KNOW

## ABOUT EMAIL

**#1** The only purpose of a subject line is to get them to open the email

<70 characters

use lowercase to make it personal

**#2** The only purpose of the email body is to get them to click the call to action

**#3** Best day/time to send an email

Tuesday,  
10am

learn more tips at [bit.ly/imEmail](http://bit.ly/imEmail)





# IT'S NOT JUST ABOUT THE PARTICIPANT NUMBERS

**.54%**

Average year over year growth in #  
of **registrations** by imATHLETE  
clients\*

**10.8%**



Average year over year growth in  
**revenue** by the same clients

\* Does not represent new clients or overall imATHLETE growth

# RETENTION: YOUR LOWEST HANGING FRUIT

customer acquisition costs  
customer retention

**7x** more than

**40%** of your participants are likely to do  
an event again the next year

Average retention rate among  
endurance events surveyed

**22%**

**a lot** amount of money you're leaving on  
the table

**IMATHLETE** IS NOT JUST  
A REGISTRATION  
COMPANY. WE ARE  
YOUR **STRATEGIC**  
**PARTNER**, HELPING TO  
GROW YOUR BUSINESS  
THROUGH TECHNOLOGY  
AND DATA, WITH NEW  
**REVENUE** CHANNELS,  
**MARKETING** RESOURCES  
AND THE MOST  
**KNOWLEDGEABLE**,  
MOST **AWESOME** TEAM  
AROUND.

**BROUGHT TO YOU BY  
THE **IMATHLETE**  
**DATA INSIGHT SERIES****

**LEARN A WHOLE LOT  
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***IMATHLETE***

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