



## Big Data for Doughnuts at the Detroit Red Wings

During the last nine regular season games, **FanSee!** proved highly valuable for the Detroit Red Wings by **generating new energy and gaining wide adoption among fans** who loved seeing their video on the video display.

Sponsor, Tim Hortons, also received more than premium brand placement. **FanSee!** immediately shared coupons with all participants, **driving in-store activity and new revenue** while providing valuable consumer data.



# 24,122

QR Code Scans



# 21,785

Awarded Coupons



# 5,670

Phone Numbers  
Collected\*



# 23%

Average % of Participants  
that Entered a Phone Number

\*Available to team, CUE does not retain or use this information.