



AI_Powered Fan Segmentation & Prediction for a Sports League



Case Study



Background & Challenges

A leading sports league with 50 million active fans across digital platforms possessed a vast volume of engagement data but struggled to translate it into actionable fan intelligence. Fragmented data sources, limited visibility into fan behavior, and generic engagement strategies resulted in missed opportunities to improve fan lifetime value. The organization needed to transition from mass broadcasting to personalized, AI-driven fan engagement at enterprise scale.



Objectives

Develop an AI-powered fan intelligence solution capable of analyzing large-scale behavioral data, creating sophisticated fan scoring models, enabling precision segmentation, and supporting



Approach

- **Large-Scale Fan Intelligence:** Conducted in-depth analysis of over 80 million fan profiles, leveraging more than 1 trillion data points to generate actionable behavioral insights
- **AI-Powered Fan Scoring & Segmentation:** Developed pioneering AI scoring models to measure fan value, understand behavioral patterns, and create lifecycle-aware, behavior-led fan segments for precision targeting
- **Scalable Data Engineering:** Designed enterprise-scale data pipelines capable of processing billions of fan records, enabling continuous analysis and operationalization of fan intelligence across digital channels
- **Continuous Campaign Optimization:** Operationalized audience targeting by incorporating fan preferences and demographic insights while establishing real-time performance monitoring and feedback loops to continuously refine segmentation models and engagement strategies



Solution

Straive delivered an AI-powered Fan Intelligence Platform featuring:

- **AI-Driven Fan Intelligence Engine:** Analyzes large-scale behavioral data to generate actionable fan insights, audience intelligence, and engagement opportunities
- **Intelligent Fan Scoring & Segmentation:** AI-powered scoring models that classify fans based on behavioral patterns, lifecycle stages, preferences, and engagement value, enabling highly personalized marketing campaigns
- **Enterprise Data & Analytics Foundation:** Scalable data engineering pipelines that process billions of records while maintaining high-quality, governed, and analytics-ready fan data
- **Performance Intelligence Dashboard:** Real-time monitoring, campaign analytics, and continuous feedback mechanisms that optimize audience targeting and improve marketing effectiveness over time



Solution Snapshot

An AI-powered fan intelligence solution that transforms fragmented fan data into actionable behavioral insights using AI-driven scoring, precision segmentation, scalable data engineering, and continuous performance optimization to deliver highly personalized fan engagement at enterprise scale.

Key Results

80M+

fan profiles analyzed using **1T+** data points

10%

increase in email engagement through highly relevant and personalized campaigns

5%

reduction in fan churn through targeted fan care programs

5%

reduction in marketing spend driven by **25% lower email volume**



About Straive

At Straive, we operationalize Data Analytics and AI for global enterprises and work with several Fortune 500 companies. We don't just build top-tier data analytics and AI solutions— we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts client revenue, setting you apart from the competition.

Straive serves clients in various industries, including Banking and Financial Services, GCC, Retail and CPG, Media, Sports and Entertainment, EdTech, Science and Research, Logistics and Supply Chain, Education, and Pharmaceutical and Life Sciences.

Our strategically positioned resource pool operates in ten countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, UAE, and Canada.