



Unified Fan Intelligence Blueprint for a US Sports Club



Case Study



Background & Challenges

A US sports club struggled with disconnected CRM, ticketing, loyalty, merchandise, and fan engagement ecosystems, limiting unified audience visibility. Fragmented fan data made it difficult to understand fan behavior, activate targeted campaigns, and deliver personalized experiences across the fan journey.



Objectives

To build a unified fan intelligence foundation that consolidates fan data across multiple touchpoints and enables advanced audience analytics, personalized engagement, and data-driven decision-making.



Approach

- **Unified Data Integration:** Consolidated data across social media, web, and app platforms, ticketing, email marketing, CRM, merchandise, and loyalty systems into a standardized intelligence framework.
- **Advanced Fan Modeling:** Developed models for ticketing propensity, STM renewal, fan segmentation, fan value LTV, pricing recommendations, marketing mix optimization, new business identification, and broker identification.
- **Actionable Insights Delivery:** Enabled business users with dashboards and audience activation capabilities to support campaign planning, fan engagement, and commercial decision-making.



Solution

Straive delivered a unified fan intelligence framework designed to create a Customer 360 foundation for sports organizations.

- **Integrated Fan Data Foundation:** Combined multiple fan data sources and connectors into standardized datasets enriched with additional features through a centralized feature store.
- **AI-Powered Fan Intelligence Models:** Leveraged predictive and analytical models to generate audience insights, identify opportunities, and support ticketing and marketing strategies.
- **Business Ready Dashboards:** Delivered dashboards and reporting capabilities that provided ticketing insights, audience intelligence, campaign activation tools, and loyalty program visibility.



Solution Snapshot

An AI-powered fan intelligence framework that unifies fragmented fan data to deliver Customer 360 visibility, advanced audience analytics, and personalized fan engagement capabilities.

Key Results

Enabled a unified view of fan behavior.

Improved audience segmentation and targeting.

Delivered personalized fan engagement.

Enhanced ticketing and pricing decisions.

Strengthened loyalty and retention strategies.



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.