

# The Sports and Entertainment Guide to **Omnichannel Fan Engagement**

With insights from



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## 5 Steps to Fuelling the Omnichannel Fan Experience

Think about the relationships you have with your closest friends or family members. You probably don't think about interacting and connecting with them "across touchpoints," but that's essentially what happens. You call each other on the phone, send messages on group text threads, comment on their social posts, send emails and, most importantly, interact with each other offline.

Building deep, meaningful relationships with your fans is based on the same premise. If you want to foster the kind of engagement and connection that leads to passionate, rock-solid loyalty, you need to move beyond single-channel communication.

Omnichannel marketing provides more opportunity to get closer to your fans, and for them to get closer to you. When you add personalization to the mix, each and every interaction is part of the brick-by-brick foundation that builds lasting relationships.

Whether your goal is selling tickets to first-time attendees or fuelling the fires of loyalty in your most passionate fans, an omnichannel fan engagement strategy is what will get you there.

“We need to stay relevant and to do that, we need to address our fans in a personalized way. We must inspire fans to come to us.”



Michael Fichtner, CIO, FC Bayern



### Step #1

Connect Your Data Across Digital and Physical Locations

### Step #2

Integrate Mobile Channels to Connect the Fan Journey

### Step #3

Create Personalized Experiences that Keep Fans Coming Back

### Step #4

Drive Revenue and Loyalty on Autopilot with Fan Lifecycle Automations

### Step #5

Drive Revenue with Personalized Cross-Sells and Upsells

# Step #1: Connect Your Data Across Digital and Physical Locations

## Identify and understand your fans

Whether you want to sell first-time tickets, drive digital engagement, or keep regular fans returning time and time again, it begins and ends with data. It might not sound sexy, but without data, you can't understand your fans on the intimate level required to engage them effectively.

Are they a season ticket holder? What shows and gigs have they attended in the last year? Have they made a purchase from your e-commerce store? Have they downloaded your mobile app, or signed up for SMS notifications? Data gives you the answers to these key questions, but often, it's scattered across multiple channels and pieces of your tech stack.





## Connect and consolidate your cross-channel data

So, building an omnichannel fan engagement strategy begins with consolidating data from all sources into a single view of the customer. This includes everything from ticket sales and email engagement to at-event purchases and online merchandise sales.

Unifying this data into a single platform is like piecing together a puzzle to form a complete picture – this comprehensive view of your

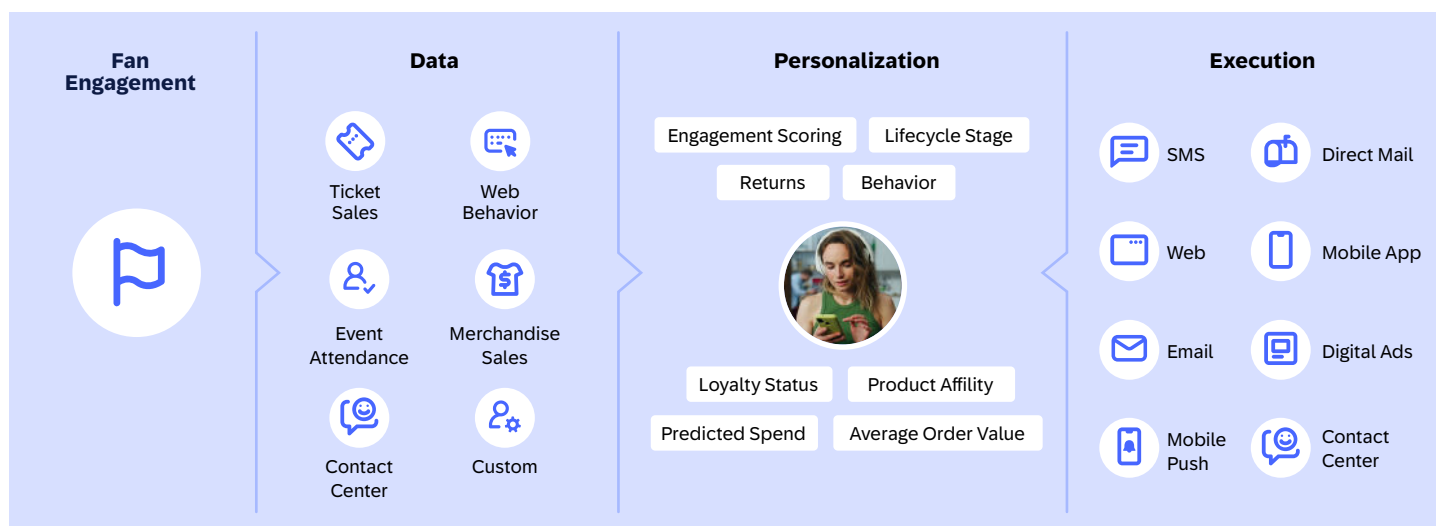
fans gives you strong foundations for targeted, personalized, and effective marketing engagements. You'll be able to leverage all your data across all your channels, ensuring each fan receives 1:1 engagements that are consistent as they move from web to mobile to event location and back.

“Partnering with a top player like SAP Emarsys allows us to break down data silos and reach new heights through a centralized and integrated approach. We are delighted that the integration phase went seamlessly, and we can confidently say that SAP Emarsys is a trustworthy partner that brings the global FC Bayern family even closer together.”



Michael Fichtner, CIO, FC Bayern





## SAP Emarsys Recipe: Unlock Invaluable Fan Data

Do you know who your customers are, or are key pieces of information locked behind third-party ticket sellers and retailers?

Direct fan data is key to omnichannel personalization, so if you don't have it, you need to get it. This is where SAP Emarsys Tactics come in.

SAP Emarsys Tactics are pre-built marketing automations that help leading brands take time out of execution and quickly deploy industry-specific marketing journeys and lifecycle use cases.



### SAP Emarsys Tactic 1: Enhance Customer Data

With the SAP Emarsys Enhance Customer Data Tactic, you can bridge the gap between what you know and what your third-party partners know by automatically encouraging your fans to share more personal information.

- Create email automation to engage fans
- Encourage fans to complete their profile



### SAP Emarsys Tactic 2: Progressive Profiling

Coupled with Progressive Profiling, you can quickly build a clear picture of your fans by gradually asking them for more information over time and rewarding their actions.

- Fan makes an online purchase
- Web overlay appears, asking for missing data in exchange for reward
- Reward provided on form submission

## Step #2: Integrate Mobile Channels to Connect the Fan Journey

**Build on the energy of your events by bridging the online-offline gap.**

We know that today's fans expect personalized marketing that amplifies and acknowledges their passions. But the journey they take is no longer linear. Fans bounce from web to email to mobile in the build-up towards their favorite events. As a sports and entertainment organization, you need to keep pace with these fast-moving fans and create meaningful experiences in the moment – no matter where that moment is.

Your fan journey is rich with valuable data insights that are waiting to be uncovered, like product preferences and purchase history – all the way up to when a fan is most likely to convert and just needs that final nudge. To fully unlock this data, remove friction from the fan journey, and drive

engagement and conversions, you'll need to bridge the gap between digital and at-event. Mobile is the perfect method for putting this into action, with four distinct channels you can leverage:

- [Mobile Wallet](#)
- [SMS](#)
- [Push Notifications](#)
- [Mobile Inbox](#)

With automated sends based on real-time triggers, these mobile channels can help you promote your events and merchandise in the moment and amplify the fan experience.







## Reach your fans, wherever they are, with mobile wallet

Did you know that more than half of customers no longer carry a physical wallet, because they're using mobile wallet instead? If your goal is to increase engagement, conversions, and loyalty, you need to integrate mobile wallet as a channel.

Mobile wallets like Apple Wallet or Google Pay offer your fans a convenient way to store their payment information – but they can be used for additional items, including:

- Event tickets
- Loyalty cards
- Coupons

By integrating Mobile Wallet, you don't just deliver a more convenient, streamlined fan experience, you also gain the ability to identify online customers when they show up for events or purchase concessions, helping you to close the loop on the digital-to-event journey. This data is invaluable for building a complete view of your fans, and it enables you to further tailor their experiences.

By adding passes to your fans' mobile wallets, you can send coupons, loyalty cards, offers, and event tickets straight into their hands, wherever they are – without needing a mobile app.

# 51%

of global consumers say mobile wallets make physical wallets obsolete.\*

SAP Emarsys Consumer Research

\*<https://emarsys.com/learn/blog/emarsys-research-report-the-rise-of-the-mobile-wallet/>



“SAP Emarsys differentiated itself because it was one tool that did everything: the truly integrated omnichannel aspect, the marketing automation, and its advanced capabilities in terms of reporting. Email, SMS, Push... everything communicates well and easily.”



Jean-Baptiste Chapelleaubos, Customer Engagement Solutions Manager, Betclic

**Betclic**

## Communicate key information with SMS

It might not be sexy, but SMS is critical to your fan experience. With impressive engagement rates of over 90%, SMS is a channel you can leverage to deliver messages that get seen.

Its immediacy makes it invaluable for delivering time-sensitive transactional information, with use cases including:

- Ticket purchase confirmations
- Limited-time promotions like e-commerce sales or event package updates
- Key on-the-day details to streamline the fan experience
- Last minute event updates, like timing changes

Integrating SMS into your omnichannel strategy is a powerful way to connect with your fans on- and offline, improve their at-event experience, and drive ROI.

By providing real-time updates and personalized offers through SMS, sports and entertainment businesses can enhance fan engagement, create a seamless experience, and increase customer loyalty. Leveraging SMS as part of your omnichannel marketing strategy enables you to build stronger connections with fans and drive action when it matters most.

Betclic achieves real-time, personalized mobile engagement at scale

**80%**

time saved in campaign creation

**4x**

faster delivery of mobile push messages

**100%**

automated journeys that integrate personalized, real-time push notifications

## Drive engagement and conversion with app messaging

Your mobile app provides a centralized hub for fan engagement, with the potential for powerful, personalized experiences that integrate with your broader omnichannel strategy.

**Push notifications:** Get the right messages in front of your fans – at the right time. Mobile push is perfect for timely updates like reminding fans to purchase tickets for their favorite events,

delivering targeted content that deepens their experience, or gathering feedback by promoting surveys and polls.

**Mobile inbox:** Keep your hottest events and offers at the front of your fans' minds with mobile inbox. Easy to set up, mobile inbox offers a fixed location in-app for you to send and store important communications with your fans.

“The SAP Emarsys platform and loyalty solution offered versatile ways of connecting with our customers across dynamic touchpoints. This also provided valuable insights into customer behavior both online and in-store through enriched first-party data.”



Mike Cheng, Head of Digital at City Beach



## Step #3: Create Personalized Experiences that Keep Fans Coming Back

**Create experiences that generate buzz, grow engagement, and build deeper connections with your fans.**

When you have a database full of thousands – or millions – of fans, creating content that’s relevant and meaningful can feel like an impossible task. However, with your integrated data and channels in hand, you’ll have everything you need to create personalized engagements and communicate with stadiums of fans on a 1:1 level.

It’s these personalized experiences that fuel loyalty and keep even fair-weather fans coming back. Why? Because these personalized experiences show your fans that you understand

their wants and needs, and that you’re willing to invest time in creating content that’s relevant to them on a 1:1 level. This is a challenge for many organizations, but with your newly integrated data, you’ll have the knowledge and insights you need to engage your fans on a truly personal level.

Each time one of your fans receives a personalized engagement from you – one that shows a deep understanding of their wants and needs – you set yourself apart from competitors that lack the technology and data insights to do the same.





## Prime your database with AI-powered segmentation

You've integrated your data and core marketing channels, and you've got a clear understanding of who your fans are. But these fans are moving targets. One day, they're engaging via email. The next, they've downloaded your mobile app. To keep pace with your fast-moving audience, you need to lean on AI.

With AI-powered segmentation, you can automatically move your fans between key

segments in real-time. With this, you're not just able to target your fans with the most relevant content and offers. You're even able to predict those fans whose support is waning and are at risk of churning – and then act on those predictions to win them back and keep them engaged.

By using segmentation to deliver personalized, in-the-moment content, you can make the difference between a lost fan and a loyal one.

“Segmentation is the cornerstone of crafting personalized loyalty experiences that truly resonate with customers. By understanding the unique preferences and behaviors of different customer segments, we can tailor loyalty rewards and communications in a way that feels personal and relevant. This targeted approach not only elevates the customer experience, but also fosters deeper emotional connections and loyalty to the brand.”



Erin Raese, Global SVP, GTM & Strategy, Annex Cloud

# 46%

of consumers cite personalized offers as the reason they stay loyal to a brand.\*

SAP Emarsys Customer Loyalty Index

\*<https://emarsys.com/learn/white-papers/customer-loyalty-index-2023/>

## Personalization in practice

**Win-back:** Identify fans with waning support and engage them with personalized content that gets them back on side.

**Reward loyalty:** Track event attendance and merchandise purchases, and incentivize repeat business with personalized offers.

**Gamification:** Implement quizzes and polls to deepen your fan data and guide them to their next purchase.

**Geotargeting:** Use geo-data to provide fans with relevant content and offers based on their current location, such as local event information or merchandise deals.

**Early access:** Drive retention by giving loyal fans the opportunity to get their hands on tickets and merchandise before anyone else.

**Exclusive content:** From meet and greets to limited-space events, interviews, and behind-the-scenes, create content that resonates with different fan segments and affinities.

“We were fairly basic in the CRM world until we started working with SAP Emarsys. We were immediately able to utilize data to help us identify different personas. This allowed us to reach different types of fans in the different ways that we know that they are wanting us to connect with them.”



Josh Ehren, Former Global Head of Direct to Consumer, Gibson

*Gibson*

## Step #4: Drive Revenue and Loyalty on Autopilot with Fan Lifecycle Automations

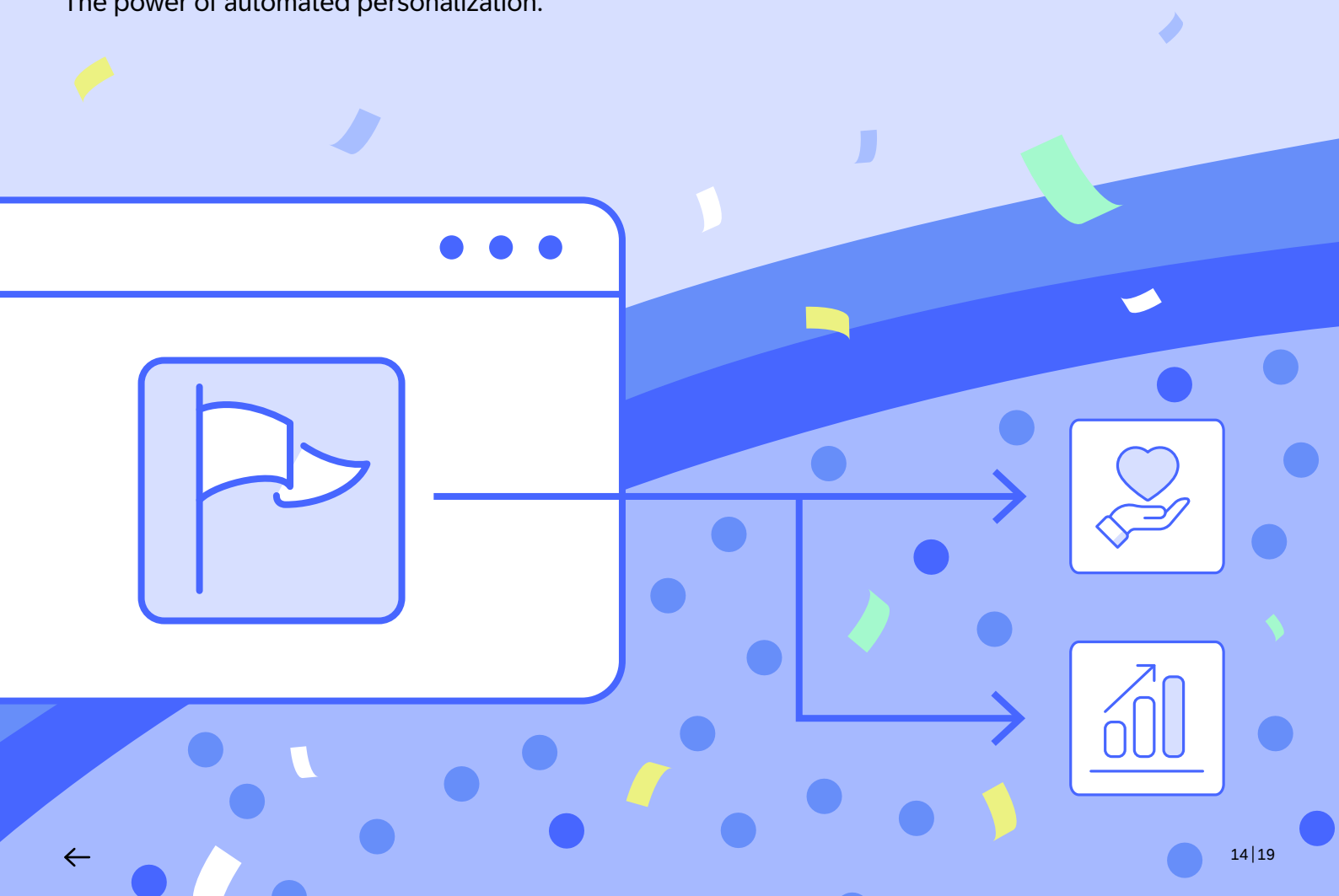
**Achieve consistent, personalized engagement with fans at scale.**

As you create more personalized experiences, you won't just win over new fans – your existing fans are going to engage with you more, too. On the one hand, this is good news – it means more data to help fuel your marketing personalization.

However, on the other hand, it presents a challenge. As your fans share more about themselves, you need a way of acting on these invaluable data insights to keep delivering the personalized experiences your fans are growing to love. The power of automated personalization.

From sofa to stadium, and merch stand to mobile app, automations help you join fans in their journey and empower their support.

The beauty of implementing automated campaigns is that they're always running in the background, even while you and your marketing team are at lunch, sleeping, on vacation, or working on more pressing matters. That way, you're nurturing fan relationships and building loyalty 24/7.







## Using automated triggers

The key to successful marketing automation lies in triggers. By setting up real-time triggers, you gain the ability to respond to fan actions in real-time with personalized content:

**Behavioral triggers:** Activated based on specific fan actions, like purchasing a ticket, scanning in at the stadium gate, visiting your website, or downloading an app.

**Event-based triggers:** Set off by scheduled events or key milestone, like a concert start time, a goal being scored, or even a long-term fan's birthday.

**Geo-triggers:** Complementing behavioral triggers, geolocation triggers allow you to target fans with personalized content based on where they are, such as proximity to an event location or a merchandise stockist.

Attach your triggers to automated workflows, and you're ready to deliver personalized fan engagements at scale.

Using SAP Emarsys and Movable Ink, the FA has set up automated workflows that trigger personalized emails based on grassroots player interactions. These include congratulatory messages for achievements like clean sheets or top scorer positions.

MOVABLE-INK

TheFA



## Step #5: Drive Revenue with Personalized Cross-Sells and Upsells

### Connect your fans with tickets and merchandise they'll love.

With customer acquisition costs at an all-time high, if you want to drive sustainable growth, you need to maximize the value of your existing fans. This means connecting them with more tickets, merchandise and experiences that match their interests.

However, while these personalized engagements are a sure-fire way to grab their attention, your fans also love a fantastic deal. Whether it's "three for two" merchandise bundles or discounted ticket upgrades, neuroscientists have proven that discount-focused deals deliver a powerful dose of feel-good hormone, oxytocin.

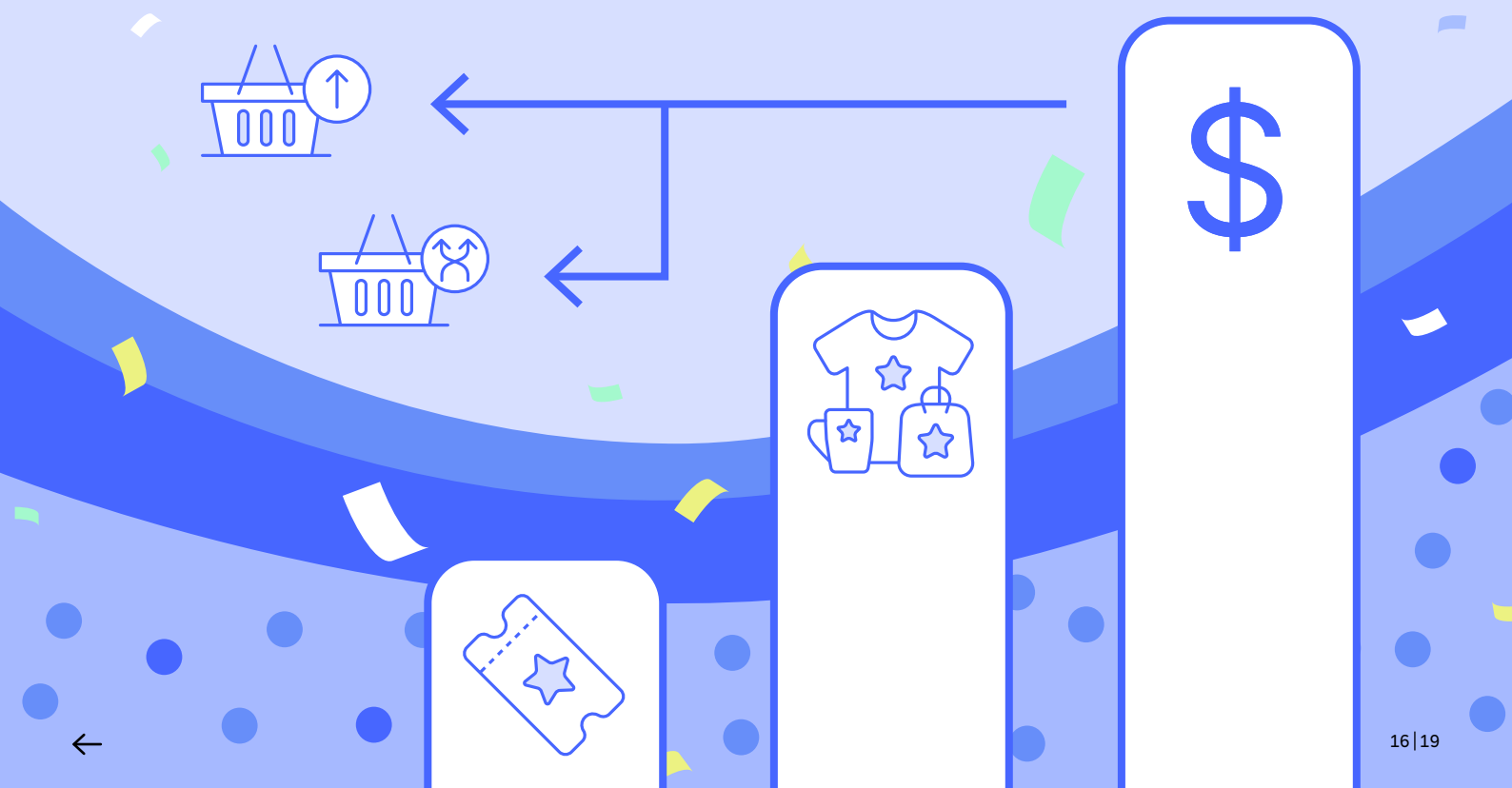
Cross-sells and upsells tap into this. In 2020 alone, cross-sells and upsells generated \$135B

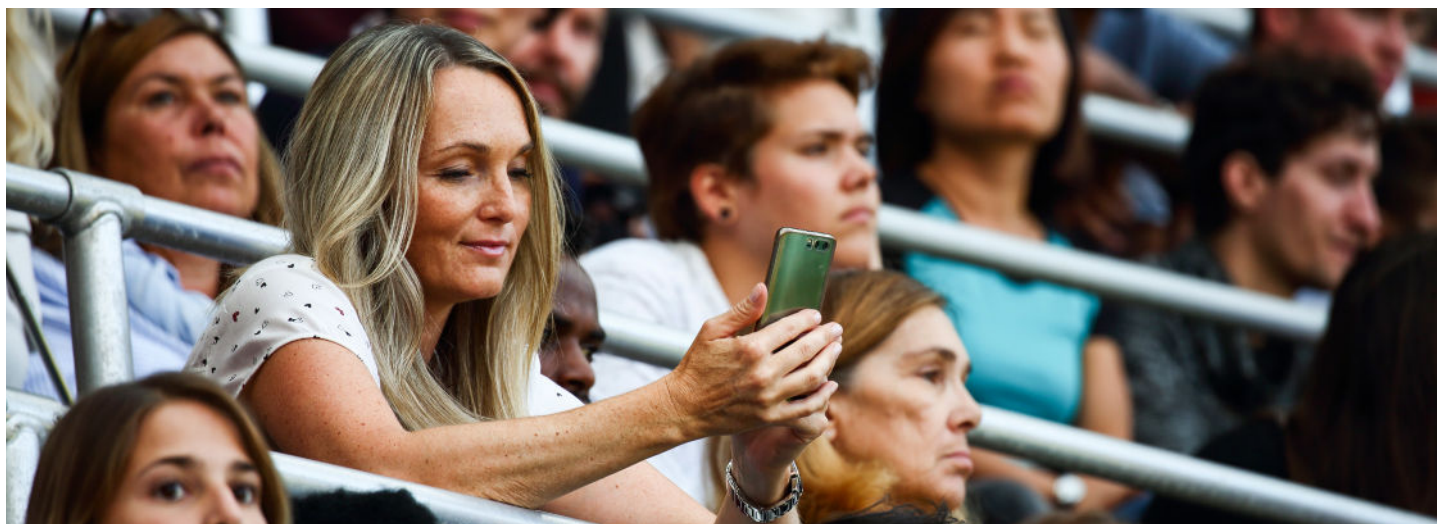
in sales for Amazon. Sports and Entertainment organizations can get a slice of that pie, too.

When executed well, they're a truly powerful way of increasing your AOV, while making your fans feel like they're winning at the same time.

**Upsells:** aim to get fans to spend more in a single transaction by presenting higher-value, higher-RRP packages. Think exclusive merchandise bundles, VIP packages, upgraded seats and discounted concessions.

**Cross-sells:** offer related products that address similar interests or needs. Think tickets to related events, "fans also bought" merchandise suggestions, and ticket insurance.





## Here's how to get started:

### 1. Use your data:

Your elected omnichannel customer engagement platform should use data like Product Affinity, Lifecycle Stage, and Post-Purchase Behavior to personalize these engagements.

### 2. Bundle up:

Reduce complexity and increase perceived value by bundling products that are frequently purchased together.

### 3. Tell them why:

Clearly explain the value of your upsell and explain to your fans why they should spend more.

### 4. Think post-purchase:

Impulse is a powerful driver of action, and it doesn't end at the checkout. In the days following an order – or in the days leading up to an event – use personalized email automations and push messaging to entice customers towards upgrades.

## Automate Cross-Sells & Upsells with SAP Emarsys Tactics



### Event-Based Cross-Sell

Use event attendance data to suggest related events or merchandise.



### Abandoned Cart Recovery

Send reminders and incentives to fans who have left items in their online shopping cart.



### Post-Purchase Upsell

Automatically send an email suggesting premium products or services after a ticket or merchandise purchase.



### Loyalty Program Offers

Automatically update fans on their loyalty points, rewards, and tier status, incentivizing additional purchases.



## Fuel the Fan Experience with SAP Emarsys

Discover how SAP Emarsys can help you integrate your channels, activate your data, and create personalized experiences that keep your fans coming back.

**Request a 1:1 demo with an expert now**



## About SAP Emarsys

SAP Emarsys is the customer engagement solution of Intelligent CX from SAP, empowering businesses to deliver personalized, AI-driven, omnichannel experiences. Built for scalability and extensibility, Intelligent CX from SAP integrates commerce, sales, service, marketing, and customer data, enabling businesses to exceed customer expectations with real-time, relevant engagement. From digitally native disruptors to global enterprises, SAP Emarsys helps bring out the best CX in every business by meeting customers where they are with the products, information, and experiences they need, exactly when and where they need them.

For more information, visit [www.emarsys.com](https://www.emarsys.com)



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