

Personalizing fan experience beyond email, on and off the field

61.5%

deduplication rate
across all records (35%
across all emails)

1x/day

Automatic Fan updates

5,000

Fans previously unknown

~3min

Time to share data between
Snowflake & Amperity

THE CHALLENGE

Manually connecting season ticket data to one off purchase prevented them from knowing highest value customers

- Fan identity was limited to email addresses, without standardized methods for linking data across systems.
- Season ticket data and one-off purchases were siloed, preventing the team from recognizing their highest-value fans.
- Manual processing of PII (phone numbers, age, address, and transactions like merchandise and concessions) led to redundant engineering work and slow turnaround times.
- A lack of unified, trustworthy profiles made it difficult to personalize experiences for fans—especially for season ticket holders.

THE SOLUTION

- Identity resolution using Amperity Stitch to create accurate fan profiles enriched with attributes like lifetime value (LTV), top 10% fan segmentation, and passholder status.
- Out-of-the-box data processing and standardization to accelerate the onboarding of new data sources and improve consistency across departments.
- Bi-directional integration between Amperity and Snowflake, enabling daily automated updates and seamless data sharing across teams.
- Self-serve capabilities so teams could activate personalized experiences without engineering support.