

Amperity & Seattle Sounders

CASE STUDY

How the Seattle Sounders used Amperity to better connect with their fans

About Seattle Sounders

The Seattle Sounders FC is an American professional soccer club in the Western Conference of Major League Soccer. They wanted to make the fan experience outside the stadium as meaningful as watching a great match inside the stadium. To do so, they needed to know their customers intimately - from how fans interacted with every touchpoint, to their unique motivations, needs, and preferences. With this understanding they could drive more relevant communications, seamless customer experiences, and encourage long-term loyalty and engagement.

The Challenge

To bring this vision to life, the Sounders needed unified data about their customers, and they needed to use it in a way that continued to respect the privacy of their fans. They had already made deep investments in a variety of systems including a modern ticketing system, CRM capabilities, a robust email deployment & personalization tool, and more. However, while each of these systems contained a vast wealth of information, they weren't integrated.

They wanted to be able to:

- ✓ *Understand trends in customer behaviors*
- ✓ *Fuel personalized marketing campaigns*
- ✓ *Streamline customer experiences*

The Solution

To solve for these challenges, the Sounders brought in Amperity, whose platform uses machine learning and cloud-scale to manage customer data completely, accurately, and at scale. Amperity integrated with SeatGeek, TicketMaster, Exact Target, Einstein Predictive Data, Email Subscribers, and the league CRM. This method of integration doesn't require connectors, and avoids the long and complex process of extracting, transforming, and loading data. Amperity used machine learning to resolve identities, deduplicate records, and build rich customer profiles, even when the data lacked linking keys across sources.





"Our fans engage with us in so many different ways, whether it's through social, buying tickets through us, through buying tickets for a friend, or getting tickets from a friend. We didn't really have a good way of understanding the full behavior of our fans as it relates to engaging with us and buying tickets. Amperity allows us to do that."

34:1

ROAS through precise communications for key segments on Facebook

22%

Increase in open rates

29%

Increase in click through rate

80%

Increase in YOY season ticket deposits

This process is ongoing, with profiles refreshed daily as new data enters the system. This gives the Sounders a current and comprehensive view of their customers they had been missing. They discovered connections, insights, and fan segments that were previously unknown to them, including:

- ✓ Fans who only purchase on the primary channel (don't buy resold tickets)
- ✓ Fans who only attend when a specific opponent is playing, but never any other matches
- ✓ Fans who purchase in a very precise window before matches occur (last-minute ticket buyers)
- ✓ Fans at risk of churn

The Results

The results varied by segment, with top performers ranging from 24:1 to 34:1 return on ad spend (ROAS). Better still, the segments could be created and delivered in a matter of minutes, allowing the Sounders to try new ideas, test, and iterate. Amperity sends automated segments for Facebook, Google Ads and Exact Target. Next the Sounders used their unified data to improve email personalization, so customers would get more of the offers and communications they wanted. Sending fewer emails overall but producing highly accurate segments for sale and discounted tickets, the team drove a 22% increase in open rates and a 29% increase in click through rate. They also sent personalized emails to fans who had previously taken advantage of a program to reserve season tickets in advance. Better data fueled an 80% increase in conversions for the program over the previous year.

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses.

The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

