



Data Fueled. Results Driven.

A suite of solutions to help you score with your fanbase in new and unique ways



About FanThreeSixty



Who we are

FanThreeSixty offers a full-service data solution for sports and entertainment organizations across North America. Our technology simplifies the fan data process for businesses of all sizes, whether tech-savvy or not, making it easy to foster meaningful and engaging actions based on their data.



What we do

We prioritize the ownership and integrity of our client’s data. Their data is theirs. While we meticulously organize and enhance it with hundreds of attributes, our product suite delivers it back to them in a way that is clear, precise, and actionable. Our mission is to simplify data analysis for our clients, empowering them to maximize their revenue potential.



Who we work with

We partner with a diverse mix of clients, ranging from intimate venues to packed stadiums with over 150,000 attendees. Currently, our clients span various industries, including high school associations, theaters, college sports, pro teams, multi-use venues, and race tracks.

A few of our partners across sports and entertainment industries



Fanbase Development

Fan Data Platform Mobile App

Building a strong fanbase is key to building a successful brand.

It begins with knowing who your fans are—their age, interests, spending habits—and how they like to engage with your content or products.

Our Fan Data Platform helps you understand the scope of your fanbase. With over 15 million fan profiles and data from 314 different sources, we deliver valuable insights about your audience.

1.3B

enriched attributes written

Our in-house data scientists enrich client data with billions of data points to understand it holistically.

6.8M

new customer records created across all clients

We want you to stay ahead with a constant stream of net new fans.

As you better understand your fans, integrating a mobile app strategy into your digital marketing approach becomes essential. Keep your audience informed and engaged with exclusive content, push notifications, prize giveaways, and more to expand your reach.



FanThreeSixty supports over **1.6 million** mobile users throughout the United States and Canada. Last year, we welcomed an average of **42,213** new monthly registrations, totaling **506,558** new registrations for the year!



Sign up for text alerts

Name

First*

Last*

Phone

Your number*

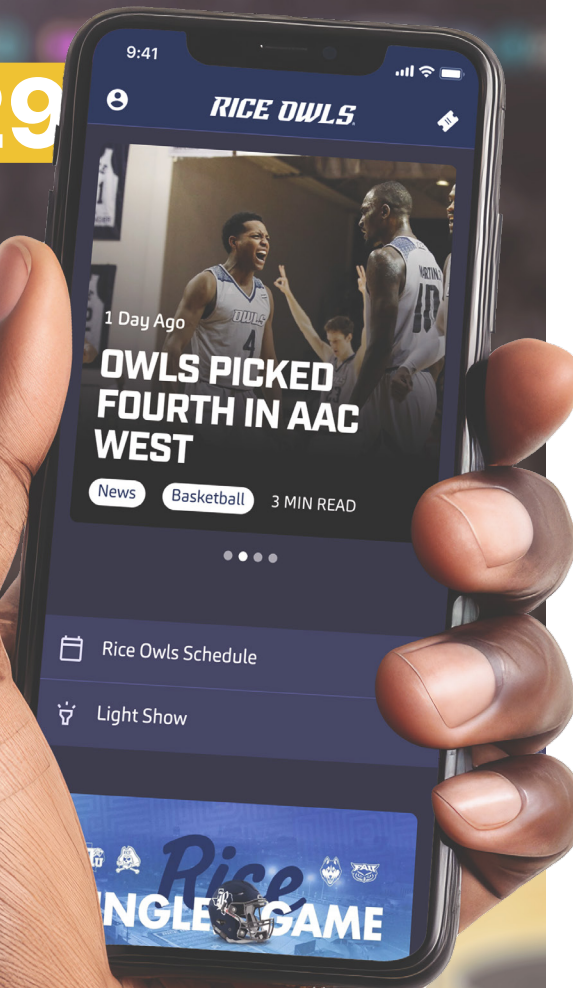
☐ Sign me up for ASMJAX Text Alerts*

Submit

Forms are flexible and embeddable, allowing you to quickly gather key information such as name, email, birthday, and more.

Our Forms product collected nearly 23,000 responses in just one year. Best of all, form responses map directly into fan profiles—no importing or maintaining required.

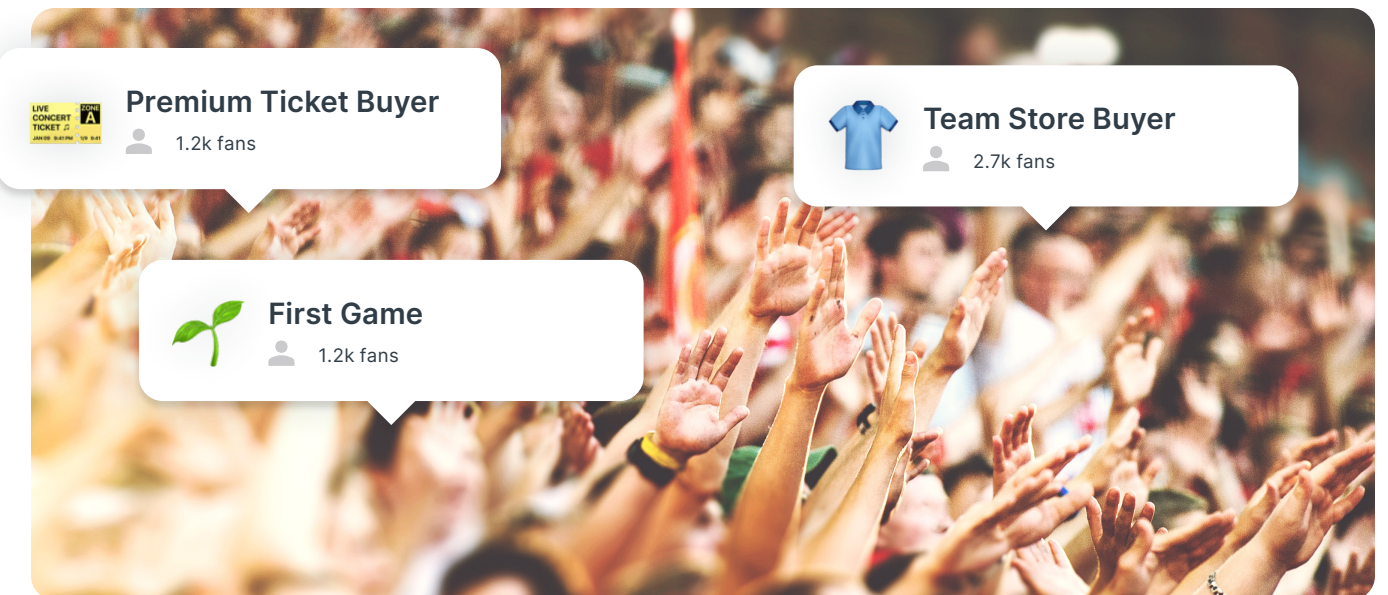
Across all clients,
FanThreeSixty
averages **12,729**
weekly mobile
users



Fanbase Engagement

Fan Data Platform Mobile App Forms Membership

- ✓ FanThreeSixty Membership offers unique opportunities for non-ticketed events and sponsor activations. In one example, during a 12-day non-ticketed event, our Membership product conveniently tracked over 13,000 sponsored check-ins across nine locations.
- ✓ With 3,924 events reaching our platform throughout the year, we helped facilitate connections between event organizers and attendees.
- ✓ Similar to Forms, fan data collected through Membership is securely stored in the Fan Data Platform and can be used to enhance audiences and support re-targeting campaigns.



Business Efficiency

Fan Data Platform Mobile App Email

Achieve more with less by aligning your entire organization on one platform.

- ✓ **Fan Data Platform:** We link and identify nearly 16 million duplicate profiles every year to ensure our client’s data is precise. Simultaneously, FanThreeSixty’s tech cleanses, enriches, and crafts “golden records” for each fan, ensuring our clients receive spotless data.
- ✓ **Mobile App:** Our in-house resources allow us to efficiently handle every aspect of app development and deliver quality user experiences. Recently, one of our collegiate clients aimed to launch their app before football season. Our team successfully developed, tested, and launched it in just three weeks, surpassing our typical five-week timeline.



Our streamlined approach saves time and maximizes engagement and impact.

In just one year, FanThreeSixty Email successfully delivered over **120 million** emails to nearly **5 million fans**. Rather than generic email blasts that often go unopened, we help our clients strategically target specific audience segments to ensure more effective communication and conversions.

CHAMP

FanThreeSixty Email Stats

45% engagement rate	0.05% unsubscribe rate
-------------------------------	----------------------------------

Revenue Growth

- Sponsorship
- Fan Data Platform
- Mobile App
- Email

In today’s digitally connected world, opportunities for revenue growth continue to expand.

- ✓ We ensure sponsor satisfaction with high-traffic placements in both our mobile and email products. With 2,000+ active users on our clients’ mobile apps, the potential for sponsorship revenue rises.
- ✓ Across our client portfolio, our FanThreeSixty team helps generate over \$53M in revenue each year. They help our clients achieve their goals by leveraging our Playbook—a FanThreeSixty resource filled with data-backed strategies for successful outcomes.

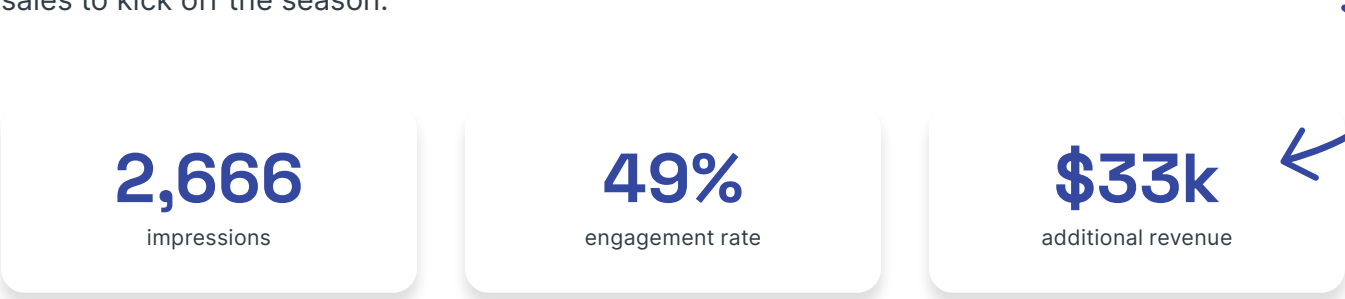
Goal: Renew football season ticket members

One of our clients leveraged our renewal model’s predictive analytics to pinpoint 157 fan accounts categorized as “Less Likely to Renew.” In response, the football team sent personalized hand-written letters from coaches and players to this group. From that group, 116 of them renewed, totaling 303 tickets worth \$96,425.



Goal: Engaging content and increased revenue

With expert guidance from our FanThreeSixty Client Success team, one of our sports partners transformed their mobile app content into a powerhouse of fan engagement—resulting in a major boost in revenue. The team utilized our comms builder to schedule fan polls and weekly quizzes during the first month of the season, growing fan affinity, leading to increased ticket sales to kick off the season.



Moving forward

We’re thrilled to announce a series of new platform enhancements. These updates are designed with client-focused innovation in mind, aiming to better serve their evolving needs and requests.

- ✓ **Salesforce Integration:** FanThreeSixty can now send sales leads directly to Salesforce, enabling sales reps to promptly follow up on new leads we’ve identified.
- ✓ **Campaigns:** Discover what works best in your marketing efforts to boost engagement and conversions. Then, leverage those insights to make informed decisions and achieve even greater success.

Let's talk

fanthreesixty.com

marketing@fanthreesixty.com

