Quickstart guide to Fan 360 with Fivetran and Snowflake

How to create a data-driven fan experience and improve revenue
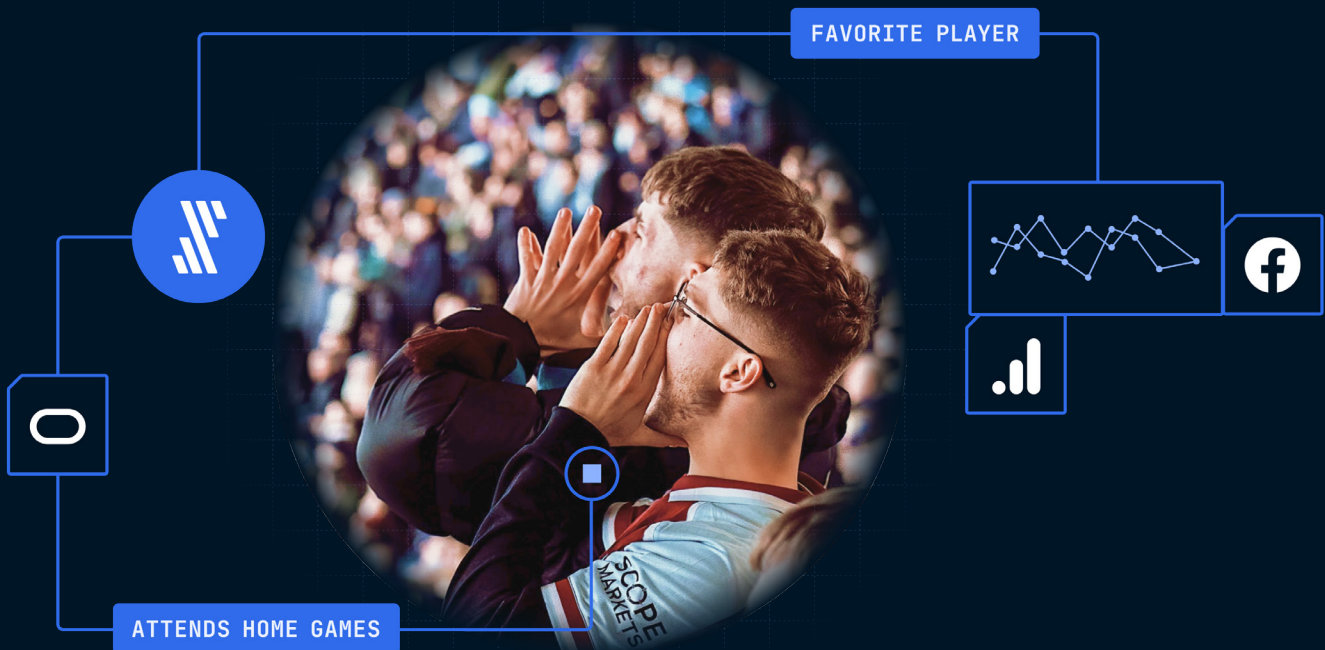
FAVORITE PLAYER

ATTENDS HOME GAMES

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The fan experience is a critical component of how sports organizations operate. Fans expect more, and harnessing the data of your fanbase to make more informed decisions is now required to build a large, loyal fanbase.

Enter Fan 360 — a comprehensive and centralized view of your fans. This 360-degree view helps an organization understand fan behavior patterns to better anticipate and predict their needs and habits in real-time.

An initiative this comprehensive, however, is only possible by capturing all of the data and interactions between a team and its fans across all channels and touchpoints.

In this guide, we'll demonstrate how to utilize data to drive successful targeted and personalized campaigns for your fanbase to increase revenue, boost operational efficiency and improve cross-departmental collaboration — all while providing an enriched fan experience.

What is Fan 360?

Fan 360 combines fan data from various touchpoints related to a fan's interactions, behaviors, experiences and preferences to provide a complete 360-degree view of their needs, wants and sentiment.

Sporting organizations that utilize a Fan 360 view can often create a more personalized and satisfying fan experience that builds stronger fan loyalty, increases revenue and keeps fans engaged — regardless of how the team performs.

How to create a Fan 360

STEP 1

Centralize data

The first step in creating a Fan 360 profile is to collect and centralize the necessary data. Fan data encompasses a wide variety of touchpoints (online sales, stadium kiosk sales, online engagement, in-stadium engagement, etc.) spread across various departments. This data is usually stored in disparate and scattered locations, making it extremely difficult to create a comprehensive view that can fuel decisions.

Rather than having data sources stored across the organization, it's best to have everything located in a centralized location. To solve the problem of disparate data sources, many of the most successful phData customers in the sporting world rely on the modern data stack combination of Fivetran and the Snowflake Data Cloud.

Your fan data is everywhere. Fivetran is the platform to move it from any source, and Snowflake is the centralized place to store it.

Fivetran

Why Fivetran?

Fivetran is the industry leader in data integration. With over 400+ pre-built, automated connectors, Fivetran makes it easy to move data from all of your SaaS and on-prem data sources into cloud-based destinations like Snowflake.

After an initial easy set-up, data is quickly and reliably streamed to a destination (such as Snowflake) without requiring any engineering. Fivetran can also sync data as frequently as every minute, allowing for real-time insights.

Another benefit of Fivetran is that data is normalized when it's brought in, so it's query-ready for your data team to work with. Fivetran is also embedded within the Snowflake product via Partner Connect creating a seamless experience between the two platforms.

Why Snowflake?

[Snowflake](#) is an industry leader in cloud-based data warehousing. Snowflake's built-for-the-cloud architecture is highly performant and designed to handle large volumes of data and data consumers. Because of its cloud architecture, users don't have to worry about maintenance of the infrastructure or the database going down at inopportune times.

In addition, Snowflake only charges based on the amount of data stored and computed, with the ability to scale down during times of low traffic. These features make Snowflake an excellent destination for fan data sources with fluctuating data storage or processing needs, such as ticketing, forms and surveys and CRM funneling information. As a bonus, using Fivetran to automate the movement of this data into Snowflake carries a similar advantage — as you're only charged for the data that you move.

A complete view of the fan, rather than pieces of information spread across various departments, means less guesswork and more data insights. It also leads to more company-wide collaboration and cuts unnecessary organizational expenses.
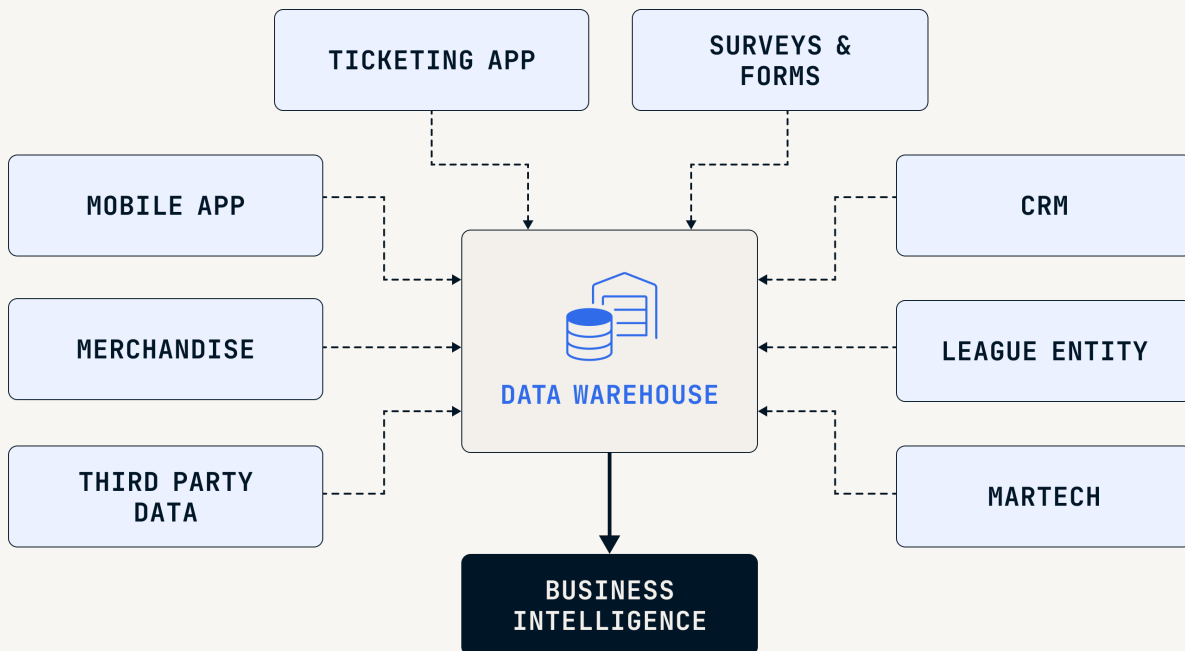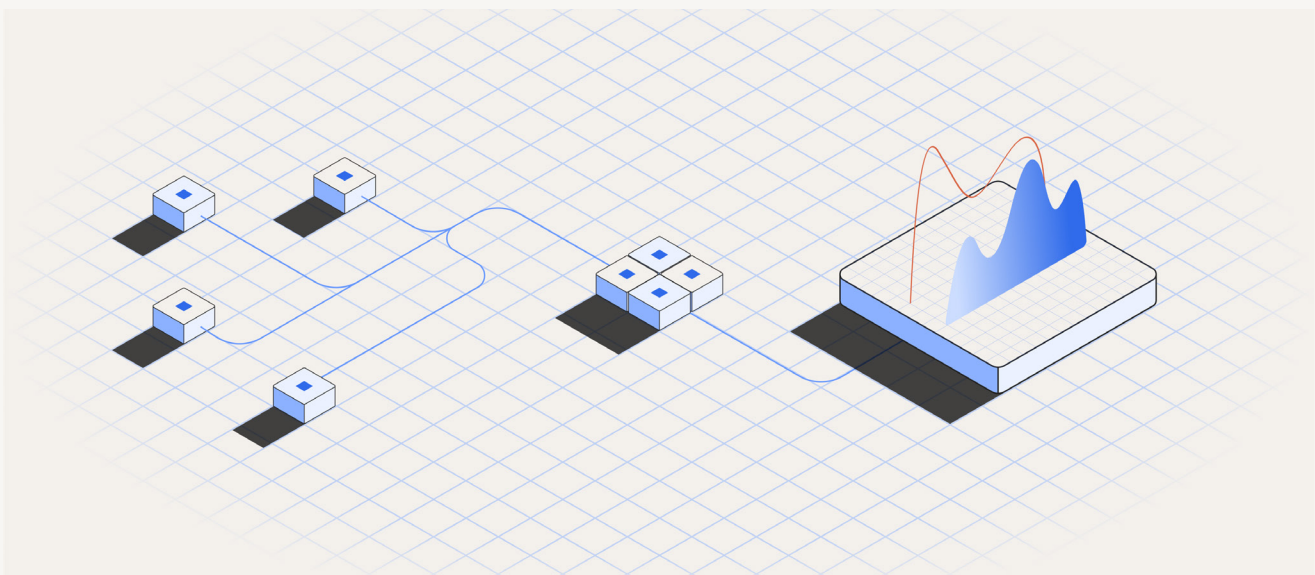
How to create a Fan 360

Analyze the data

Once you've centralized your data using Fivetran, use a business intelligence tool like Sigma Computing, Power BI, Tableau or another to craft analytics dashboards. You can connect these platforms directly to Snowflake to create fully-automated dashboards that are updated in real-time.

This will ensure that decision-makers in all departments have the freshest data available to make strategic business decisions.

Game day dashboards are often used to showcase items like ticket scans (type of device and time of entry), gate entries (entry), concession and merchandise purchases (type and number of items purchased, wait times, express pick-up and in-seat delivery) and Mobile App usage (operating system, live chat, page views and push notifications).

For example, you can use real-time analytics to notice whether a specific gate is overcrowded and redirect traffic by sending a push notification to fans.

Another way to analyze this centralized data is by **creating a Fan 360 profile.**

How to create a Fan 360 profile: Victory Vicky

VICTORY VICKY

GENDER: FEMALE
SOURCE: MARTECH - LOYALTY PROGRAM

ATTENDANCE: 7 HOME GAMES
SOURCE: TICKETING - TICKET SCANS

FAVORITE PLAYER: "NAME HERE"
SOURCE: MERCHANDISE - JERSEY PURCHASE

A Fan 360 profile is a detailed composition of a fan's demographic, psychological and behavioral characteristics.

Let's give our Fan 360 profile a name. We'll go with "Victory Vicky" because who doesn't like to win? We're going to break down what we know about Victory Vicky based on all the data sources we have centralized in our data warehouse.

1. First, we know Victory Vicky is a female because she identified herself as such in the profile section of the loyalty program. The loyalty program is located in the MarTech stack, and the data moves effortlessly into the data warehouse.

2. Second, we know she has attended seven home games, and her average time of entry is at game time because her ticket scans are tracked as she enters the stadium. This information is also funneled into the data warehouse.

3. Our third and final example is knowing Victory Vicky's favorite player. We know this because she purchased a women's jersey of this player, and merchandise information is also funneled into the data warehouse.

How to create a Fan 360

STEP 3

Using a Fan 360 profile to drive campaigns

It's time to activate campaigns and actions based on what we know about Victory Vicky.

Now that we know Victory Vicky's demographic information, we can personalize her emails and ads about joining the women's program or showcasing women's merchandise. We also know she has attended seven home games but didn't arrive until game time. We can use that information to send her emails like game day previews that promote partner activations near the stadium to get her to arrive earlier, since arriving early on game day helps logistically with parking and entry. Additionally, we can further incentivize her with a coupon for concessions/pre-game activities to increase her spending.

Since we also know Victory Vicky's favorite player because of the jersey purchase, we can personalize her email content to include their imagery or even send an email coming from that player.

This type of engagement and personalization is meant to give Victory Vicky a better brand experience and increase fan loyalty, in turn impacting revenue growth.

What is the future of Fan 360?

The future of the Fan 360 holds exciting possibilities with the combination of [AI and machine learning](#). As technology advances, these technologies will transform how sports organizations understand, engage and cultivate relationships with their fans.

Listed below are a few key trends and possibilities for the future use of Fan 360 profiles:

PREDICTIVE ANALYTICS FOR FAN BEHAVIOR

It's possible to use machine learning to predict fan behavior based on historical data. By identifying patterns and trends, organizations can anticipate the preferences and actions of individual fans. This allows proactive and targeted engagement strategies, such as predicting attendance for specific events, tailoring promotions and optimizing marketing efforts.

ENHANCED FAN EXPERIENCE THROUGH CHATBOTS

AI chatbots can provide instant and personalized interactions with fans. These bots can handle routine inquiries, deliver customized content and even simulate conversations with fans. Integrating natural language processing capabilities allows for more human-like interactions, enhancing the overall fan experience.

CONTINUOUS LEARNING AND ADAPTION

One of the key advantages of [AI and machine learning](#) is its ability to learn and adapt regularly. Fan preferences and behaviors develop over time, and these technologies allow organizations to stay ahead of trends, expanding their engagement strategies based on the latest insights.

Example of a successful Fan 360: Denver Broncos

"Fivetran helps in the data ingestion and the blending process by getting everything in that one centralized database for us, and then from there, it really unlocks the ability to see everything about our fan. Marrying all of the data together helps us understand that fan journey and pinpoint things in that fan journey that we can improve, and that helps us reach the fan better."

Clark Wray, Senior Director of Ticket Strategy and Analytics, Denver Broncos

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DATA STACK

- Pipeline: Fivetran

- Cloud destination: Snowflake

- Sources: Dynamics 365, Eloqua, Qualtrics, Google Analytics, YouTube Analytics and more

BUSINESS CHALLENGE

- Boost ticket sales and deliver the best fan experience across digital platforms

- Mounting number of new data sources collecting fan data

- Too much data engineering time spent on homegrown data integrations

SOLUTION

Leveraged a modern data platform that automatically and effortlessly centralize data from 50+ sources, including its email data in Dynamics 365, its marketing automation data in Eloqua and its fan feedback in Qualtrics.

BUSINESS OUTCOME

- Fan data centralized into Snowflake to power a unified and personalized cross-platform customer experience

- Visibility into ad campaign performance and website and app engagement

- Real-time insights across interdepartment tools across finance, sales and HR to build a holistic view of the business

- Saved 20 hours a week on data pipeline maintenance

Conclusion

Fan 360 is truly a "game-changer" for sports organizations. The journey to creating a Fan 360 is a strategic and data-driven process that holds immense potential for sports organizations.

The first crucial step involves centralizing data using platforms like Fivetran and Snowflake, breaking down organizational silos and providing a comprehensive view of fan information.

If your organization is interested in creating a successful Fan 360 experience, the data experts at phData can help. From hundreds of [successful migrations to Snowflake](#) to advanced expertise in Fivetran and other [Modern Data Stack](#) technologies, phData can consistently help you wield the power of data to make more informed decisions.

> Take the first step today in your Fan 360 journey by reaching out to phData experts for advice, best practices and actionable strategies.
>
> [Explore phData](#)

Fivetran

Fivetran automates data movement out of, into and across cloud data platforms. We automate the most time-consuming parts of the ELT process from extract to schema drift handling to transformations, so data engineers can focus on higher-impact projects with total pipeline peace of mind.

With 99.9% uptime and self-healing pipelines, Fivetran enables hundreds of leading brands across the globe, including Autodesk, Conagra Brands, JetBlue, Lionsgate, Morgan Stanley, and Ziff Davis, to accelerate data-driven decisions and drive business growth.

Fivetran is headquartered in Oakland, California, with offices around the world.

For more info, visit **Fivetran.com**.