



How to Make Your Fan Offer Stand Out

It's the world's biggest sporting moment, and the ball is yours. Will you turn fans into lifelong customers?

Be Unforgettable

1

Don't talk to everyone. Talk to them.

Forget generic messaging. Today's consumers expect personalized, exclusive offers that make them feel recognized. Consider what matters most to your audience, and craft messaging that fits their values.

3x
CLV INCREASE

when customers feel an emotional bond with your brand.¹

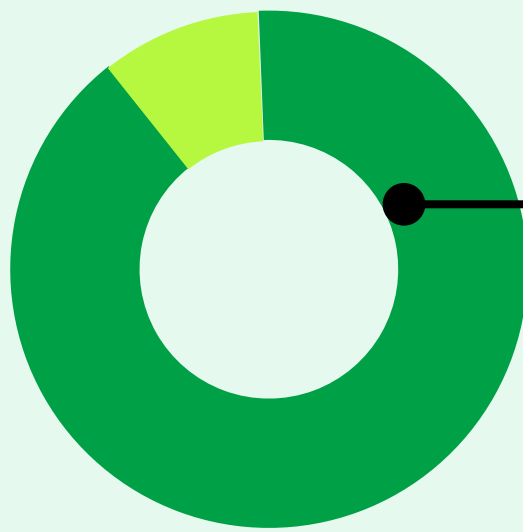
41%

will drop you for irrelevant messaging. Keep it personal.²

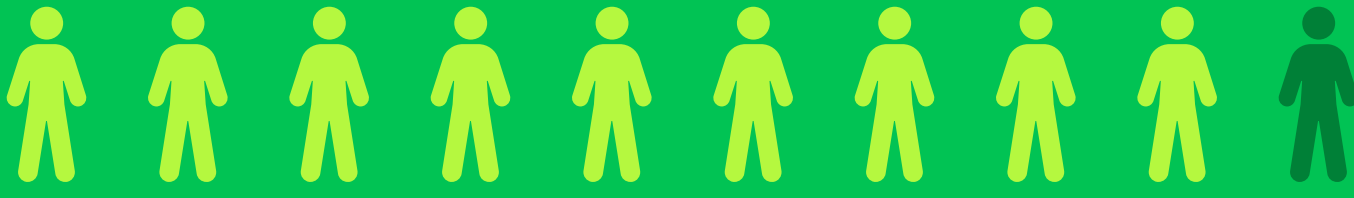
2

Own every matchday moment.

Real fans don't live on just one channel. When you activate your offer across digital channels and real-life experiences, you surround your audience with messaging they can't miss.



90%
of students scroll social media for 4.5 hours a day.³



9 out of 10 fans expect seamless brand experiences online and in real life.⁴

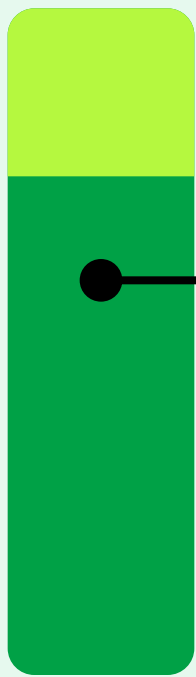
3

Win their hearts, not just wallets.

Audiences are craving real connection. When you align your offer to their values, they'll see your brand as part of their community. Add relevant perks and bundled offers to show your appreciation for them.

2-4x
HIGHER CLV

seen in brands that leverage verified audience data.⁵



75%
of Gen Z will walk away if you don't share their values.⁶

The world's biggest fans are waiting. Are you ready?

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