



CASE STUDY

WASHINGTON NATIONALS ENGAGE FANS

MLB team boosts fan engagement with tailored marketing using FIS® Engagement Platform

The Washington Nationals are a Major League Baseball (MLB) team based in the nation's capital, Washington, D.C. The team won its first World Series Championship in 2019 and secured four National League East division titles from 2012-2017. They were searching for a solution that would help them serve more targeted, effective communications to boost fan engagement and spending.



Challenges

- Combining many disparate data sources into a single view of the fan
- Integrating with other tools to enable seamless data transfer and marketing execution
- Cutting inefficiencies to save time for sales and marketing staff



Going live

- Boosted email open rates by 33% and click rates by 157%
- Integrated FIS Engagement Platform with Google Cloud, Salesforce and an email engagement platform
- Combined many data sources and made data more easily accessible in aggregate



Solution

- Unified fan data in a single view
- Sophisticated, individualized fan profiles
- Personalized, fan journey-based communications
- Relevant real-time interaction management

“We are constantly striving to deliver the best fan experience in sports. Our partner FIS helps us achieve this through their innovative solutions across advanced analytics, data engineering and payments technology.”

Mike Carney, Chief Revenue Officer, Washington Nationals

Building better fan experiences

Scattered data and manual communications were weighing down the Nationals' sales and marketing teams and delivering a disjointed fan experience. How did FIS help the Nationals to serve more targeted, effective communications and engage fans?



Omnichannel conversation

FIS Engagement Platform helps to stitch together a connected experience across channels and touchpoints, building a consistent experience for fans and reaching them via their preferred channels.



360 customer view

FIS Engagement Platform delivers immediate intelligence with 1000+ metrics calculated in real time, using AI/ML decisioning to determine every individual fan experience with 10 times more precision than untargeted sales emails.



Intelligent customer engagements

Customers automatically receive real-time relevant messages upon engagement or changes in behavior, allowing the Nationals to take care of business while communication runs in the background.



Smart audience modelling

With FIS Engagement Platform, the Nationals can harness the power of machine learning to build lookalike audiences for further engagement and refine audiences with clustering for more personalized offers.



Continuous monitoring and listening

FIS Engagement Platform monitors customer touchpoints and behavioral cues in real time to provide effective "in the moment" experiences to fans.

"Through the FIS Engagement Platform, we have developed a 360-degree view of our fan base, enabling us to streamline our sales and marketing efforts and engage with fans in the moments that matter most to them."

John Choi, Vice President, Business Strategy & Analytics, Washington Nationals

A spark for ticket sales

By combining data sources and streamlining audience segmentation with FIS Engagement Platform's low-code and no-code options, the Nationals have seen great success in tailored fan campaigns to new and existing fans. From running a successful Opening Day campaign to targeting season pass holders at risk of churning, FIS Engagement Platform has helped the Nationals generate more engagement and revenue. The Nationals plan to build on this progress in the years ahead through new execution channels, additional segmentation-based campaigns and a stronger feedback loop utilizing engagement rates and machine learning.



Increased new sales

The Nationals set up a campaign with seven experiences on two customer journey branches, reaching roughly 20,000 new leads and generating about \$60,000 in new season plan revenue.



Higher season ticket renewals

A renewal campaign reached around 2,000 season pass holders with lower renewal likelihood. The campaign freed up time for service reps by automating touchpoints and led to several hundred plan renewals.



Targeted audience messaging

Using several different data sources, the Nationals created an audience of about 19,000 value-oriented fans to promote their "Value Days" events, with ticket, concessions and parking specials. The campaign drove about \$12,000 in revenue across two Value Days.



Better overall engagement

Compared to non-targeted sales emails, the Nationals' targeted emails through FIS Engagement Platform produced a 33% increase in unique open rate and a 157% increase in unique click rate.

About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, absolute performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS ranks #241 on the 2021 Fortune 500 and is a member of Standard & Poor's 500® Index. To learn more, visit www.fisglobal.com. Follow FIS on Facebook, LinkedIn and Twitter (@FISGlobal).



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