

Manchester City FC: Data-Driven Fan Targeting Boosts Engagement and Sales for Manchester City FC

The Opportunity

Manchester City Football Club, a globally recognised Premier League team, wanted to improve fan targeting and upsell premium packages to their loyal fanbase.

Despite their strong global reach, the club was experiencing diminishing returns from their marketing efforts. The main opportunities were to:

Leverage fanbase data to deliver more effective promotional communications and offers.
Upsell existing fans to premium suites and packages, enhancing revenue potential.

Expand their reach to new, look-alike prospects globally through digital platforms.

The Solution

Maximising Fan Engagement and Upsell with Targeted Social Media Campaigns

Beyond partnered with Manchester City to deliver a data-driven marketing strategy designed to improve fan targeting and drive upsell opportunities. The solution included:

- 1. Customer segmentation and BI integration:** Beyond created new, targetable customer segments based on key trends identified in the fanbase data. A BI process was built to dynamically transfer these segments from Manchester City's CRM systems to Facebook and Google audience platforms.
- 2. Expanded digital reach:** By leveraging Facebook and Google, the club was able to reach a far wider global audience compared to traditional email marketing. Both existing fans and look-alike prospects were targeted with tailored ads.
- 3. New ad formats:** Facebook lead ads were enabled to further increase engagement and conversion opportunities, particularly for acquiring new customers that matched the profiles of the club's most loyal and valuable fans.

The Results

The data-driven fan targeting and upsell strategy delivered significant outcomes for Manchester City FC:

New customer acquisition: The creation of look-alike audiences helped the club acquire new fans with similar profiles to their most valuable existing supporters, expanding their global reach.

Upsell and cross-sell opportunities: The new customer segments and digital targeting capabilities enabled more effective upselling of premium suites and packages to existing fans.



80% traffic increase from CRM audience