

Data Fueled. Fan Driven.

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



About FanThreeSixty

⚡ Who we are

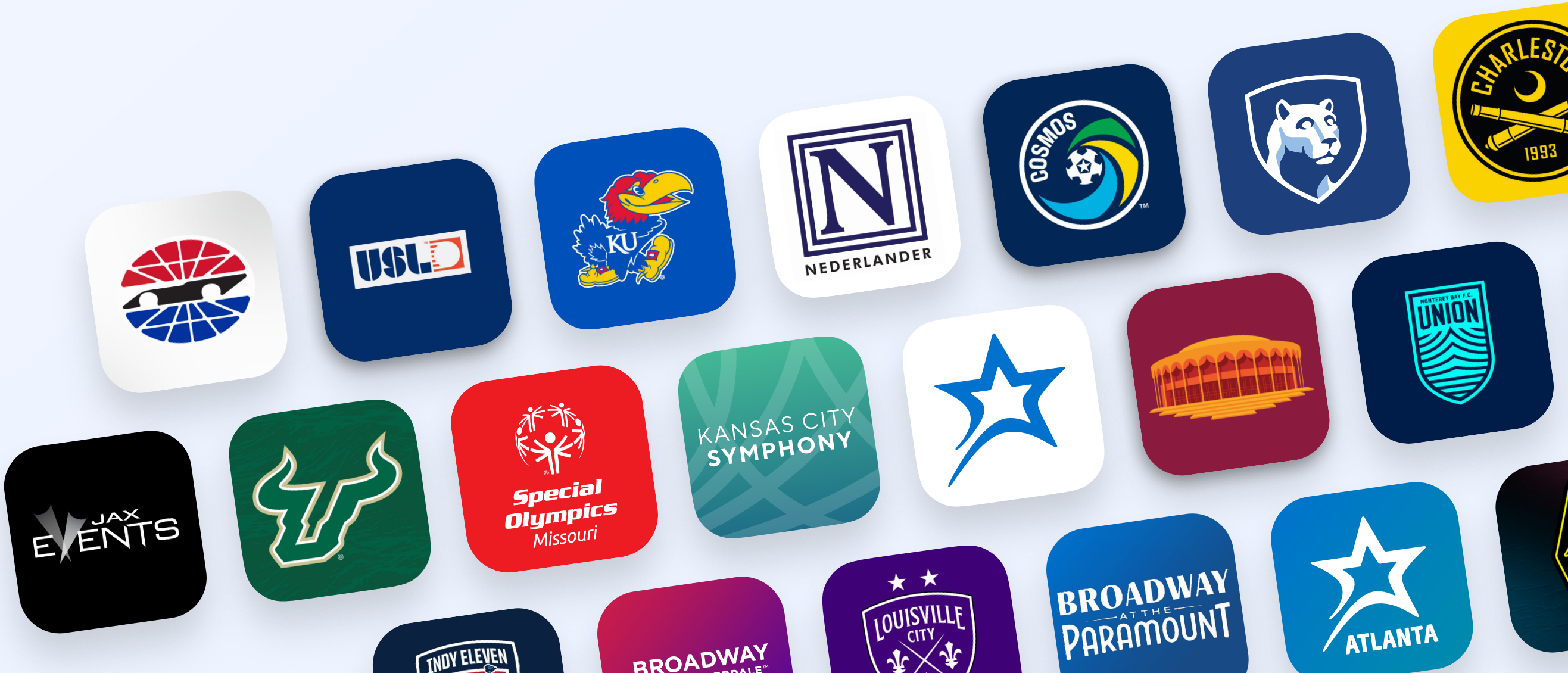
FanThreeSixty offers a full-service data solution for sports and entertainment organizations across North America. Our technology simplifies the fan data process for businesses of all sizes, making it easy to foster meaningful and engaging actions based on their data.

🗄️ 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 in a way that is clear, precise, and actionable.

🚩 Who we work with

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



Fanbase Development

Fan Data Platform

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.

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.

As you better understand your fans, integrating a digital engagement strategy into your marketing approach becomes essential—keep your audience informed and engaged with exclusive content, push notifications, and more.

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 help you stay ahead with a constant stream of net new fans.



Data Fueled. Fan Driven.

Fanbase Engagement

- Mobile App
- Email
- Forms

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.

Email

45%

engagement rate

0.05%

unsubscribe rate





Mobile App

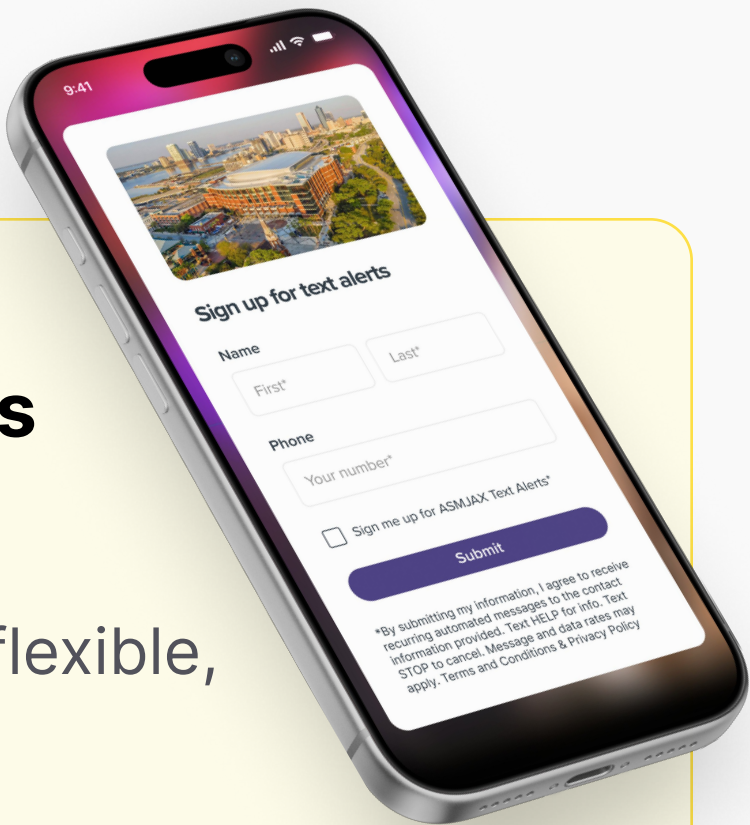
FanThreeSixty supports over **1.6 million total** mobile users throughout the United States and Canada. Last year, we welcomed an average of **42,213 new monthly registrations**, totaling **506,558 new registrations** for the year!



FanThreeSixty Forms

Capture key info quickly with flexible, embeddable forms.

- **Future-Proof Data:** Seamlessly collect zero-party data—like names, emails, and birthdays—directly from your fans.
- **Zero Maintenance:** Responses map automatically to fan profiles—no importing required.



Fanbase Engagement

Membership

Mobile App

- During a 12-day non-ticketed event, our Membership product tracked over 13,000 sponsored check-ins across nine locations.
- With 3,924 events on our platform throughout the year, we helped facilitate connections between event organizers and attendees.
- Fan data collected through Membership flows directly into the Fan Data Platform to power audience enhancement and re-targeting campaigns.

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



 **Ticket Buyers**
👤 78.6k

...

 **New fans**
👤 12.2k

 **All merch buyers**
👤 28.4k

...



Business Efficiency

Fan Data Platform

Mobile App

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. FanThirtySixty cleanses, enriches, and crafts "golden records" for each fan—ensuring our clients receive spotless, actionable data.

Mobile App

Our in-house resources handle every aspect of app development. One collegiate client needed their app before football season—we developed, tested, and launched it in just 3 weeks, beating our standard 5-week timeline.

2.8k+

app registrations in <2 weeks

19 teams

built into a single app

4 weeks

app build, test, and launch



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Revenue Growth

Fan Data Platform

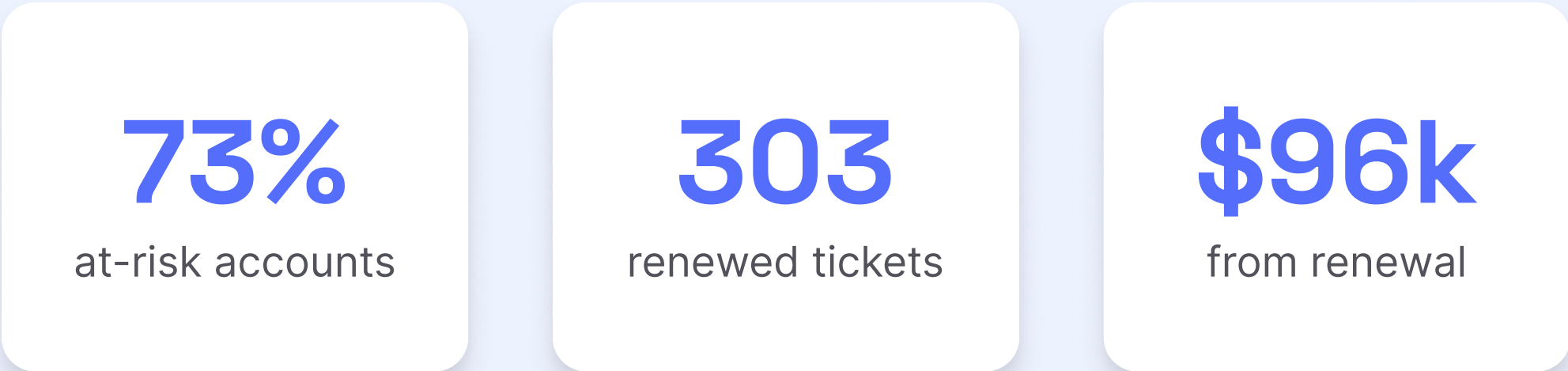
Mobile App

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 team helps generate over \$53M in revenue each year.

Goal

Renew football season ticket members

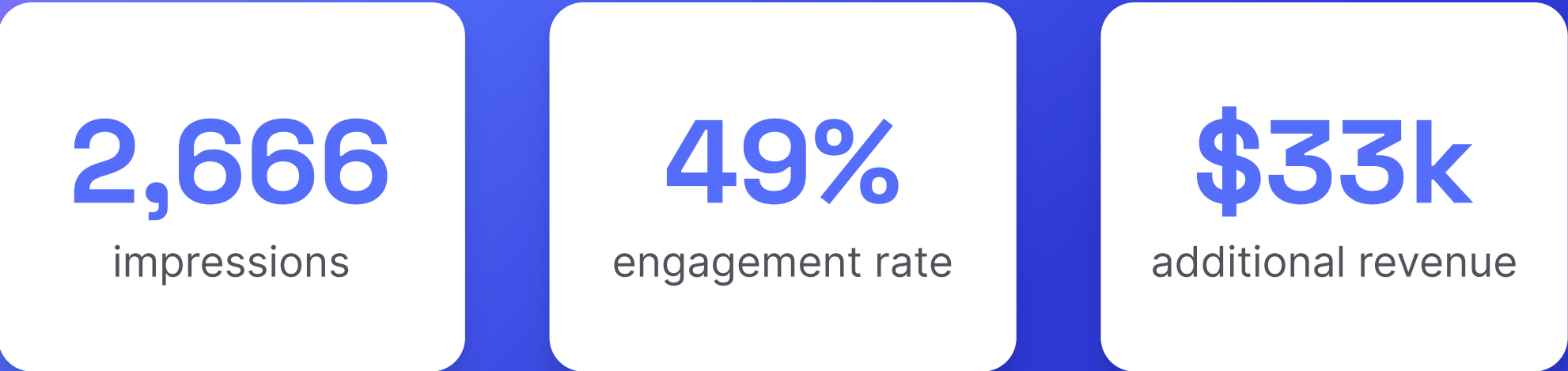
Predictive analysis identified 157 accounts as "Less Likely to Renew." Handwritten letters from coaches and players were sent to fans with 116 of 157 renewing—303 tickets worth \$96,425.



Goal

Engaging content and increased revenue

Working with a sport partner, our Client Success team used the comms builder to schedule fan polls and weekly quizzes in month one of the season, growing fan affinity and driving ticket sales.



Beyond FanThreeSixty

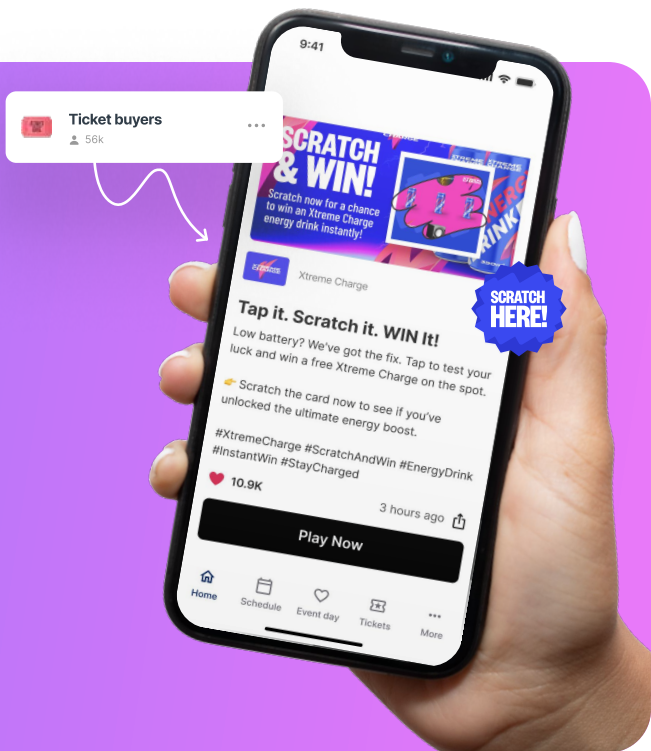
Integrations that fit your stack

The Fan Data Platform plugs into the systems your organization already runs, pulling source data in and pushing activated audiences out. Let FanThreeSixty do the heavy lifting, integrating with any data provider using our proprietary, vendor-agnostic pipeline.



FanThreeSixty x Komo

Your mobile app combines FanThreeSixty and Komo to close the loop from insight to activation, with zero-party data flowing back into every fan profile. The FanThreeSixty Fan Data Platform™ is the data layer—unified profiles, audiences, and behavior signals for every fan. Komo is the engagement layer—live games, quizzes, and activations fans actually want to interact with.



FanThreeSixty®

Let's talk

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