



Case Study

# SMI x FanThirtySixty: Data that Drives Sales



---

# Speedway Motorsports

Speedway Motorsports, LLC is an icon in motorsports entertainment. With **11 tracks** and over **6 million fan profiles**, SMI is a leading marketer, sponsor, and promoter of racing entertainment in the United States. These tracks have events year round, including 15 NASCAR Cup Series weekends and four National Hot Rod Association (NHRA) weekends, totaling over 400 events across all properties.

SMI offers outstanding spectator enjoyment, focusing on innovation of the racing experience, convenience, and accessibility for all spectators to enjoy their experience.



## 11 Tracks Across the U.S.

- 1 Bristol Motor Speedway   2 Charlotte Motor Speedway   3 Dover Motor Speedway  
4 EchoPark Speedway   5 Kentucky Speedway   6 Las Vegas Motor Speedway  
7 Nashville Superspeedway   8 New Hampshire Motor Speedway   9 North Wilkesboro Speedway  
10 Sonoma Raceway   11 Texas Motor Speedway



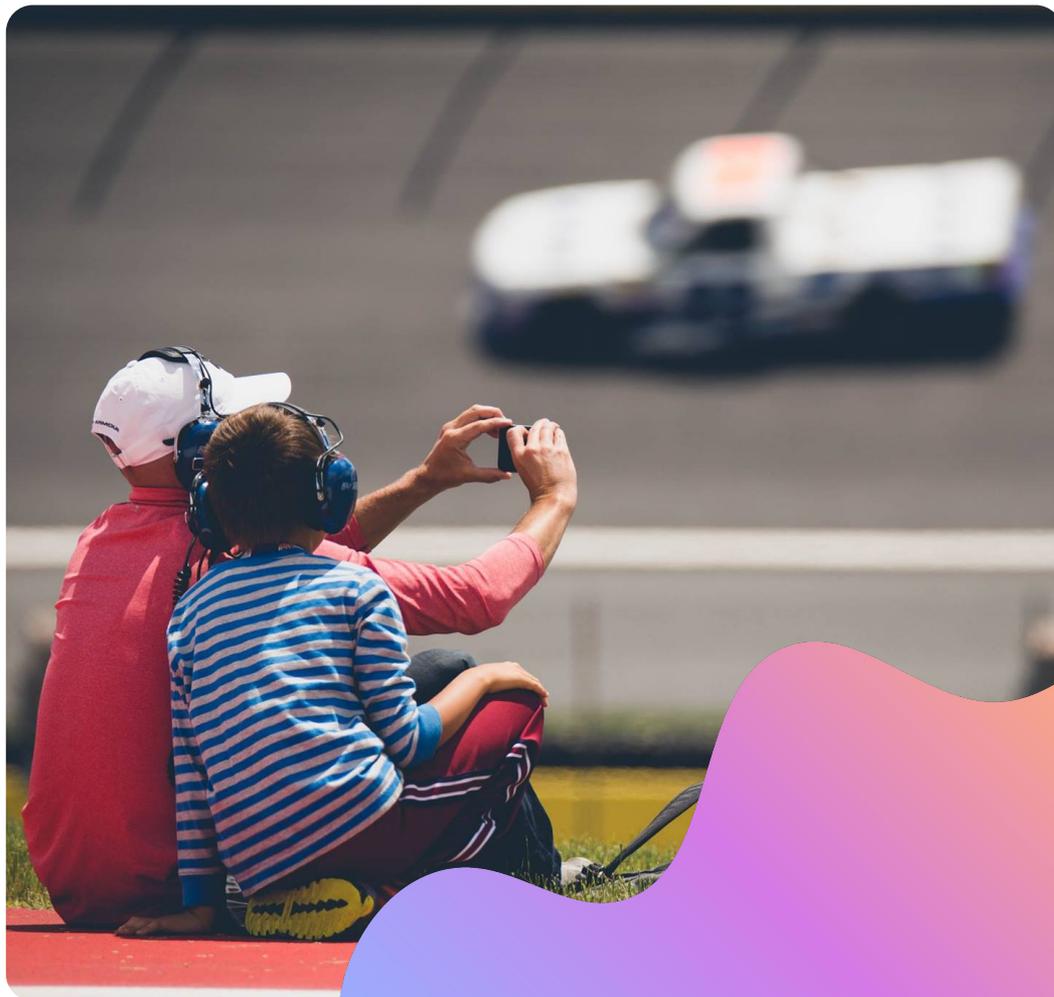
---

# Fueling Sales with Fan Intelligence

When SMI first approached FanThreeSixty over 10 years ago, they were seeking a customizable CRM tool that was simple to use and could be scaled up or down depending on their organizational needs.

Now, FanThreeSixty has grown alongside SMI's digital strategy, working hand-in-hand to enhance their sales approach, layer additional products, and partner through design to implement new ideas that assist in their development.

This partnership has fueled SMI's continued success as a high performing organization year after year as they consistently shape industry behavior.

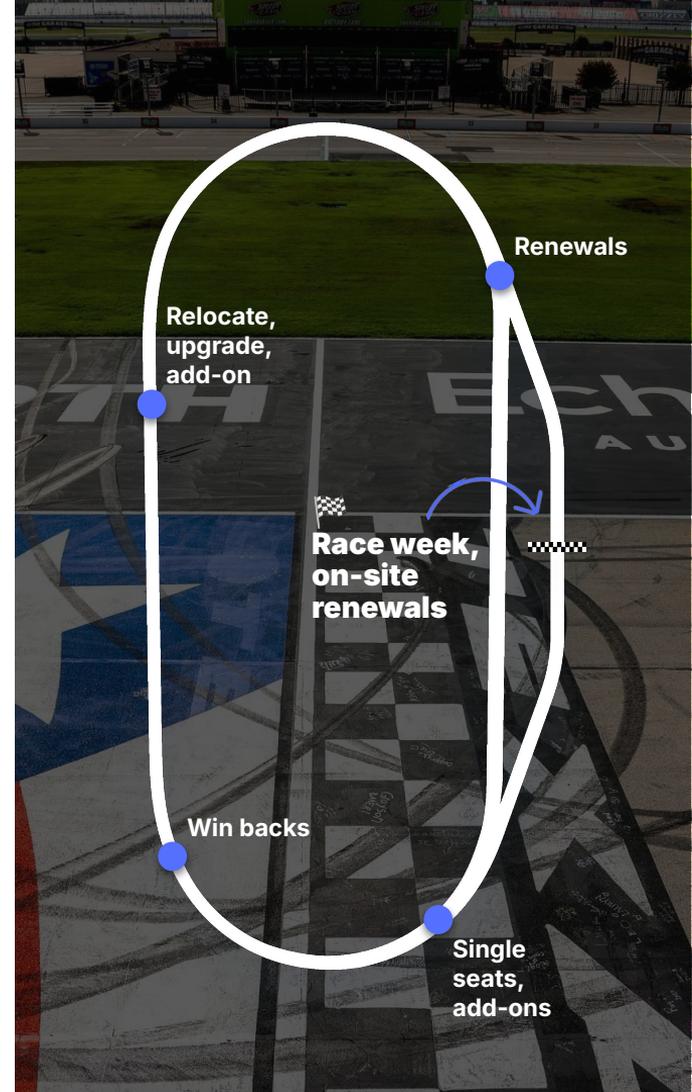


---

# Driving Revenue at Every Turn

SMI is not like a traditional sports team, there is no home team and no long season of wins and losses, so every race is a special opportunity to connect with fans.

Each seat isn't just a ticket, it's a chance to build loyalty and create an unforgettable experience for fans. At SMI, race day kicks off a **cyclical sales strategy**, capitalizing on the very few events throughout the year. On race day, sales reps connect with fans in person, encouraging them to renew their seats for the following year. After the race, reps follow up with fans who didn't renew on-site, focusing first on securing those renewals. Once renewals are in place, they look for opportunities to upsell these fans with parking passes, VIP experiences, and other race weekend add-ons. Finally, any remaining seats are offered to new fans, giving everyone the chance to experience the excitement.



---

# Data Strategy

The starting line for a high performing organization

## Data Cleansing



SMI has saved an estimated **\$650k** over the past 2 years due to FanThreeSixty's data deduplication efforts.



## Governance

SMI owns the data, FanThreeSixty provides the secure platform for their teams to manage, access, and share it internally.



## Quality & Integration

Data is ingested from multiple sources before being cleaned, deduped and organized.



## Infrastructure

The Fan Data Platform is the foundation of all data architecture to allow SMI to capture, store and analyze reliably.



## Enablement

SMI's data is accessible for the entire organization through dashboards, audiences and sales programs.



# Supporting a High Performing Org with an All-in-One Engagement Platform

Across all 11 tracks, sales reps stay busy connecting with fans and building long-term relationships. Managing that many fans can be challenging, but FanThreeSixty's products make it easy to stay organized and engaged.



## Understanding Fans

FanThreeSixty's Fan Data Platform helps SMI know who their fans are—their age, interests, spending habits—and how they like to engage with SMI's brand.



## Selling the Experience

SMI utilizes FanThreeSixty's Sales CRM product to keep sales leads and customer information organized.



## Engaging with Fans

SMI reaches fans through FanThreeSixty's Email and 1:1 Texting with personalized messages. Additionally, they utilize their custom mobile app built by FanThreeSixty.





SMI x  
FanThreeSixty

# Renewals

# Renewals during race week and beyond

A significant portion of SMI's ticket revenue comes from renewals, a top priority for sales representatives during Race Week. During Race Week, sales reps connect with fans in various locations—engaging with them through casual conversations in the campgrounds or enticing them with gifts and signage at the fan zone. This creates a positive experience for the fan that ultimately encourages them to lock in their renewal for the following year.

After race week, SMI utilizes Texting, Email, and the Sales CRM to identify and engage renewal leads. This period extends up to 90 days following race day with key milestones:

- **Two-week window** for premium, high-demand areas to renew or relocate
- **Early renewal incentive** with unique giveaway for those who renew within the first 30 days
- After 30 days, fans at risk of losing their preferred seats are sent paper invoices and communications to encourage renewals

## Melinda Palmer

Lifetime Value **\$360.00** Lead score **95** Likely to renew  
Repeat buyer 18 yr 4 mo Female

"FanThreeSixty's predictive renewal model analyzes fan buying patterns and engagement—whether that's through the mobile app, emails, or merch purchases. We also factor in event details like weather at the last event. Because SMI operates on an annual cycle, accuracy is critical. They've been an invaluable partner in refining our model and improving the precision of our scoring to drive the best results."



**Amanda Logan-O'Brien**  
Data Strategy



---

# Driving Renewals with Sales Programs

Ahead of the 2025 Spring Race Weekend, Charlotte Motor Speedway focused on improving renewals of 2024 purchasers who attended the NASCAR Spring Weekend Event.

Charlotte began by targeting two main groups for ticket renewals: historical NASCAR event purchasers and buyers from the most recent race.

To manage this effort, the sales team utilized the FanThreeSixty's Sales CRM to auto-populate lists of qualified leads and assign to individual sales reps.



Sales CRM

Each representative manages a substantial volume—**5,000 to 10,000 leads per race**—making these lists essential for keeping sales efforts organized. Reps prioritize their outreach by focusing on top leads first, which are identified using FanThreeSixty's Renewal Score.

The sales program processed over 17,000 leads, leading to more than 5,000 accounts being renewed directly by staff, generating a massive \$2.8m in renewal revenue. The FanThreeSixty Program was key to the success, enabling the Charlotte team to manage leads quickly and efficiently for a more organized sales process.

**17k+**

total sales leads

**5k+**

accounts renewed through the program instead of online

**\$2.8M**

converted sales using the Fan Data Platform Program

# What is FanThreeSixty's Renewal Model

FanThreeSixty's Renewal Model assigns a Likelihood Score to each fan, indicating how likely they are to renew their seats for the upcoming season. This model takes into account more than 150 attributes to accurately assign scores, including:

- Ticket Purchases and Attendance
- Email Activity
- Mobile Engagement
- + *many more*

For SMI, sales reps use Renewal Scores to prioritize their outreach to those at the tipping point of renewing, then tend to accounts most at-risk.

Include: fans

who: match all of these conditions

RENEWAL RISK SCORE - CMS CUP 1  
Likelihood that fan will NOT renew for weekend code 130 is  
Less than 60

AUDIENCES  
Audience includes: any of these  
2026 Cup 1 and 2026 NHRA 1 Renewal Programs

Use Audience

**2026 Cup 2 Renewal** 📈 25% 🏆 1.5k

Viewing 100 of 8,831 fans

**Curtis A Flower**

Lifetime Value **\$112.00** Lead score **100** Likely to renew

Repeat buyer 1 yr 5 mo Male



# Boosting Revenue with Targeted Email

The Sonoma Raceway sales team aimed to connect with fans who had not renewed their seats for the Toyota/Save Mart 350 and the Denso NHRA Sonoma Nationals. Using the FanThreeSixty email product, they sent targeted messages to these fans, making it quick and easy to secure their seats for the upcoming events.

The sales team saw over **\$570k in ticket sales** associated with efforts that included an email to renew their seats for the upcoming races.

86k

customers reached through emails sent between Jan-Jul '25

14.2k

tickets sold from a targeted email

## USER TOOLS

### Custom Audience Builder

In addition to 70+ standard audiences, the Fan Data Platform gives users complete control to create hyper-targeted custom segments from over 150 attributes.

SMI leveraged the Custom Audience Builder to identify fans who had not yet renewed their seats. By combining this segment with attributes like distance from venue and historical purchasing time frame, they delivered personalized emails that boosted renewal rates.

2025 NASCAR1 Renewal Audience for 2026 ...

9.2k

2024 NASCAR2 Renewal Audience for 2025 ...

5.7k



Audiences

Email



SMI x  
FanThreeSixty

# Upselling the Experience

---

# Relocate, Upgrade, Add-on

After the renewal period, typically 90 to 120 days post-race, the focus shifts to relocation, upgrades, and add-on options for fans who have renewed. Fans usually have about two weeks to make their selections, though the team can be flexible, especially in high-demand areas where spots may be held for a short period to allow fans time to decide.

At SMI, race week is all about creating a great fan experience. For those who have already renewed their tickets, these options help fans enhance their weekend and make it even more memorable.



Relocation gives fans the chance to move to seats that better fit their needs—closer to the action, near friends, or gaining a different view.



Upgrades let fans elevate their race experience with access to pre-race concerts and premium parking.



Add-ons give fans the chance to customize their race weekend with extras like discounted weekend packages and pre-race track passes.





SMI x  
FanThreeSixty

# Gearing up for Race Week

---

Gearing up for  
Race Week

# Win Backs

To drive revenue growth, SMI developed a “Win Back” program to re-engage past purchasers who attended within the last two years but skipped the most recent season. Though not counted as renewals, these customers represent a valuable sales opportunity.

SMI launched a “Win Back” program targeting annual purchasers who missed a 2023 motorsport event. Using the FanThreeSixty Sales CRM and various communication tools, the sales team reached out through email, calls, face-to-face meetings, and 1:1 texting.

Through more than 16,000 touch points across two tracks, the sales team successfully converted 533 former purchasers, driving \$145,000 in revenue.



Sales CRM

Email

Texting



**16k**

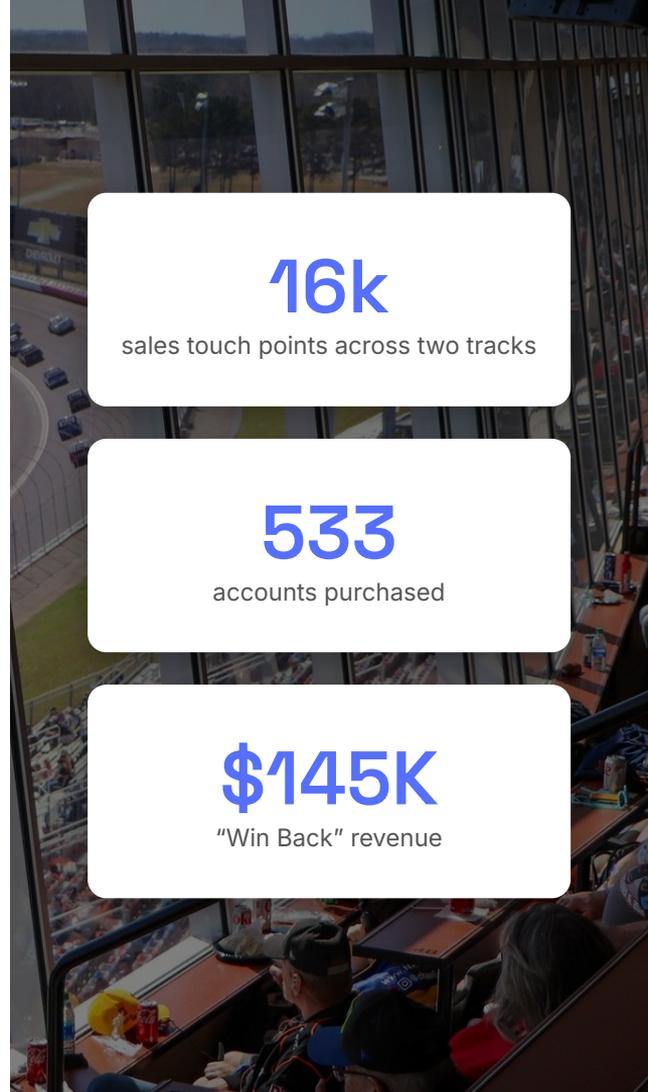
sales touch points across two tracks

**533**

accounts purchased

**\$145K**

“Win Back” revenue



# Single Seats

Just before race week, SMI wants to sell all remaining tickets. To encourage this, they offer fans the opportunity to purchase any available seats directly next to their own.

SMI created an "Adjacent Seat" program to identify locations of single open seats, pair them with the nearest ticket purchasers, and target fans directly with a personalized offer.

Using their ticketing system and FanThreeSixty's Sales CRM, SMI easily identified target fans and reached more than 3,800 individuals through phone calls, emails, and 1:1 texting.

FanThreeSixty tools transformed complex data into an actionable sales program, generating over \$150,000 in revenue by successfully selling over 1,000 single seat tickets across two race weekends.

**3,800**

targeted sales leads

**1k+**

single seat tickets sold

**\$150k**

revenue generated

Sales CRM

Email

Texting

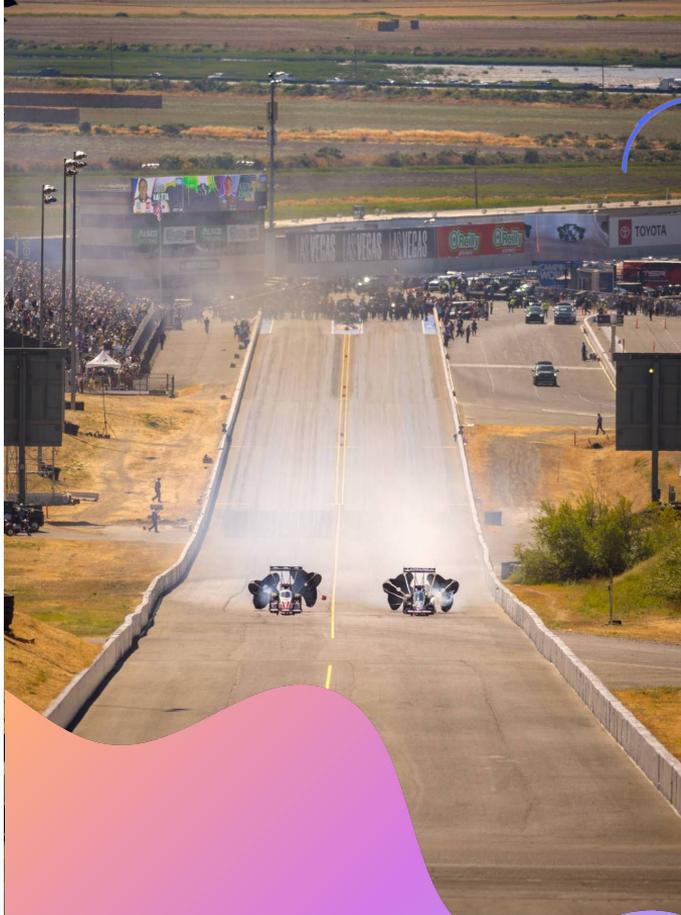


SMI x  
FanThreeSixty

# Sales Cycle with No Brakes

---

Sales Cycle  
with No Brakes



# Engaging Racing Fans Year-Round

While race week events are the core of SMI's business, the tracks also host a variety of year-round events, from **holiday light shows** to **National Hot Rod Association (NHRA) races**. These events give new audiences a chance to experience the track for the first time while keeping existing fans engaged through mobile app notifications that promote upcoming events and activities.

SMI understands the importance of fan affinity, keeping positive race day experiences top-of-mind. Using FanThreeSixty products to engage their fans beyond event-day helps enhance the fan loyalty and further drives sales efforts.



---

**FanThreeSixty's tools have empowered us to reach our fans in a more efficient and targeted way, allowing us to focus our sales efforts on where it matters most and increase revenue and fan engagement year round.**

**Jason Bowling**

Sr. Vice President, Consumer Operations  
Speedway Motorsports





# Ready to speed up your revenue? Let's talk

[fanthreesixty.com](https://fanthreesixty.com)

[sales@fanthreesixty.com](mailto:sales@fanthreesixty.com)