Live Sports and Entertainment Company Benefits From 1,300% Year-Over-Year Increase in Customer Registrations

The Situation

A large U.S.-based company is a world leader in live sports and entertainment, including a portfolio of legendary sports teams, exclusive entertainment productions, and celebrated venues. In its pursuit to deepen and broaden its brand engagement with fans and ticket holders, the company formed a centralized digital team to identify strategies and solutions to create a unified, single view of customer information across its multiple brands, properties, and business units.

The Challenge and Goals

The sports and entertainment company faced a number of challenges related to customer identity. Primary among them was the amount of siloed data that was stored in disparate platforms for each individual business unit that the company was unable to leverage company-wide. Many of these existing systems were operating off of legacy technology on homegrown platforms.

Business units were unable to work together and identify, for example, that a customer who purchased tickets for a given event was also a fan of one of its other brands. Additionally, the customer identity data that the company was relying on were not being provided in real time. This shortened the window of opportunity to respond to a customer's engagement activity. To solve these challenges, the centralized digital team determined that the company needed an enterprise-scale customer identity and access management (CIAM) solution.

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COMPANY

World leader in live sports and entertainment

INDUSTRY

Sports and entertainment

SOLUTION

Akamai Identity Cloud

KEY IMPACTS

- Centralized database of user profiles across multiple brands and properties

- Friction-free user registration experience, including social login

- 1,300% year-over-year increase in customer registrations

Why Akamai Identity Cloud

After researching available CIAM solutions, the company selected Akamai Identity Cloud. The centralized digital team initially focused on implementing two solutions. The most important capability was Identity Cloud's real-time, centralized database of user profiles for all of the brands. The company's marketers needed to be able to clearly identify which brands people affiliated with, all within the context of one unified "single source of truth" customer profile.

The company also wanted to enrich its understanding of its customers and enhance the user experience by offering a frictionless registration experience. Identity Cloud's social login feature provided customers with a hassle-free registration experience — no need to create a new username or remember yet another password. Simultaneously, Identity Cloud's registration feature allowed the company to acquire more authenticated users with accurate, first-party data.

Akamai Identity Cloud has allowed the company to exponentially grow its database of registered users, with a 1,300% increase in year-over-year registration within the first three months of implementation. Identity Cloud's social login capability accounted for 25% of new registrations, which translates from an average of 200 registrations per month to 200 registrations per week within the first three months. The company now dynamically segments these users based on categories such as music-event preferences, purchase history, what they are more likely to purchase, and with whom they are most likely to attend an event.