



How Experian helps FanThreeSixty enrich 7.6 million first-party fan records

Cleaning, standardizing, and enriching first-party data for sports and entertainment organizations to better understand fans



About FanThreeSixty

FanThreeSixty is a sports technology company that provides a fan data platform and engagement tools for teams and venues, helping organizations unify data, personalize marketing, and drive revenue growth.

Their mission is to simplify data analysis and action for organizations of any size. Their technology helps drive fanbase development, fan engagement, business efficiency, and revenue growth.



For more information, please visit www.fanthreesixty.com



The challenge

FanThreeSixty works with sports and entertainment organizations that gather valuable first-party fan and customer data across many sources including ticketing systems, merchandise purchases, donations, alumni engagement, mobile apps, event attendance, and other fan interactions. For these organizations, building a loyal fanbase is critical. Passionate fan communities influence attendance, merchandise sales, sponsorship value, subscriptions, social engagement, and long-term loyalty.

Bringing these fragmented customer records together accurately is critical to helping their clients understand their audiences and make more informed marketing, sales, sponsorship, and engagement decisions. Fan and customer records may be incomplete, inconsistent, duplicated, or difficult to connect across systems. Without a cleaner and more unified view, organizations can miss important context about who their fans are, how they engage, how close they live to a venue, and which characteristics may help inform segmentation, targeting, and revenue strategies.

FanThreeSixty needed a partner that could help improve data hygiene and enrichment in one efficient process. Data hygiene helps clean, standardize, and deduplicate customer records so organizations can work from a more accurate data foundation. Enrichment adds additional characteristics to those records, helping create a more complete understanding of each fan.

FanThreeSixty chose Experian because of the quality of our data and our ability to support both hygiene and enrichment through one process.

Goals

-  Improve data hygiene and data quality
-  Improve deduplication of customer records from multiple sources
-  Create a more accurate, unified view of fans
-  Enhance customer records with additional marketing attributes for segmentation and targeting
-  Deliver greater value across their client base while maintaining confidence in the accuracy and credibility of customer data

The solution

FanThirtySixty worked with Experian to support its data strategy work across multiple client accounts. After FanThirtySixty ingests client data into its Fan Data Platform, Experian helps clean and organize records, match and link customer identities, and enrich profiles with additional attributes. FanThirtySixty then presents more complete fan insights back to clients through its Fan Data Platform. As part of its technology stack, FanThirtySixty utilizes Experian's data, identity resolution, and enrichment capabilities to establish a "golden record" for demographic and contact information. The combined approach helps FanThirtySixty strengthen data quality, connect customer records across systems, and enrich fan profiles with credible insights that support more informed engagement strategies.

Experian helps FanThirtySixty improve the quality, usefulness, and credibility of client data through three connected capabilities:

1 Set the foundation: Clean, standardize, deduplicate, and link fragmented customer records to create a more accurate view of each fan with Experian Offline Identity Resolution.

2 Add context: Enrich customer records with marketing attributes and geographic intelligence, including venue proximity insights with Experian Enrichment.

3 Activate insights: Help clients use cleaner, enriched fan data to support segmentation, targeting, and more relevant campaigns, such as military-night and family packages.



This connected process helps FanThirtySixty give sports and entertainment organizations a more accurate, credible, and actionable view of their fans, so teams can better understand audiences, tailor outreach, and create more relevant engagement opportunities.

Results

With Experian, FanThirtySixty can provide clients with cleaner, more complete fan data and richer audience insights. This collaboration helps FanThirtySixty strengthen the value of its platform by improving the quality, accuracy, and usefulness of the data their clients use to understand their audiences, deepen fan engagement, and drive targeted revenue campaigns.

By the
numbers

490,449

new postal addresses found

7,684,391

total enriched records

34,162,218

total additional data points

- **Greater operational efficiency:** Experian helped FanThirtySixty identify **490,449** new postal addresses, giving clients more complete contact information and helping teams reduce wasted outreach caused by incomplete or duplicate records.
- **More complete fan profiles:** Experian enriched **7.6 million** records with **34 million** additional data points, helping FanThirtySixty clients better understand their fans, improve segmentation and targeting, and create more relevant engagement strategies for campaigns such as military appreciation nights, veteran-focused promotions, and location-based outreach.
- **More precise audience engagement:** New postal addresses and enriched geographic data help FanThirtySixty clients understand where fans are located in relation to stadiums, arenas, theaters, and other event locations. These insights support more informed targeting, outreach, and audience planning.
- **Greater confidence in the data:** FanThirtySixty views Experian's brand recognition, credibility, and reputation as part of the value of the relationship, helping reinforce confidence in the data powering its platform.

“

FanThreeSixty partnered with Experian for the accuracy and coverage of their data, backed by their reputation as an industry leader in third-party data. Integrating Experian data into our Fan Data Platform gives our clients a more complete picture of their fans without gaps. This expands the reach of marketing campaigns, deepens fan engagement, and ultimately drives revenue growth.



Jerad Frey, Co-CEO, FanThreeSixty

Summary

How Experian helps FanThreeSixty enrich 7.6 million first-party fan records

Challenge

FanThreeSixty works with sports and entertainment organizations that collect first-party fan data across ticketing, merchandise, donations, mobile apps, attendance, and other interactions. These records can be incomplete, inconsistent, duplicated, or difficult to connect across systems.

FanThreeSixty needed a partner that could improve data hygiene and enrichment in one process, creating a cleaner, more unified view of each fan while adding attributes to support segmentation, targeting, and revenue strategies.

Solution

Experian helps FanThreeSixty clean and organize records, match and link customer identities, and enrich fan profiles with additional marketing and geographic attributes after data enters the Fan Data Platform.

Together, these capabilities help FanThreeSixty create more complete fan profiles, strengthen data quality, and give clients richer audience insights to inform segmentation, targeting, and more relevant engagement strategies.

Results

With Experian, FanThreeSixty can provide clients with cleaner, more complete fan data and richer audience insights, strengthening the value of its platform and the data teams use to guide marketing and revenue programs.



7.6 million records enriched with more than **34 million additional data points**



490,449 new postal addresses identified, giving clients more complete contact information and helping reduce wasted outreach from incomplete records