



**Kentico**



# Transforming sports with digital innovation.

**Connected. Scalable. Dynamic.**

**Fan engagement shouldn't feel like a never-ending penalty shootout. But with outdated tech and fragmented systems, sports organizations are stuck playing defense. To win over fans, you need a seamless, connected digital experience—built for the modern game.**

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





# Limited resources.

Small teams. Tight budgets. Outdated systems.

## Disconnected tools

Multiple platforms create inefficiencies and data silos.

## Generic experiences

One-size-fits-all content fails to engage diverse audiences.

## Inconsistent branding

Mismatched messaging weakens brand identity

## Content management struggles

Updating websites, apps, and social media is slow and complex.

## Mobile experience gaps

Fans expect seamless mobile access, but many platforms fall short.

## Poor data & analytics

Lack of insights makes it hard to optimize engagement and marketing.

## Monetization challenges

Difficult to turn engagement into revenue.

## Poor in-stadium experience

Subpar digital experiences during games diminish fan engagement.

## Latency issues

Delayed stats and slow app responses frustrate fans.

## Global reach barriers

Limited language options hinder international fan engagement.

## Cybersecurity & privacy

Inconsistent security practices undermine fan trust and data safety.

## Outdated technology

Legacy systems and slow tech adoption hinder the fan experience.

**Fragmented systems, tight budgets, and inconsistent fan experiences shouldn't hold sports teams back. The good news? They don't have to...**



**...with Xperience  
by Kentico.**

## Xperience by Kentico for sports organizations



### Unified content hub

Centralizes content across channels for a seamless fan experience.



### Hybrid headless architecture

Delivers fast, flexible content with reduced latency.



### Personalized content

Uses fan data to offer tailored experiences and promotions.



### Real-time fan interaction

Enables instant updates and interactive engagement.



### Ticketing & merch integration

Connects with [third-party platforms](#) for smooth transactions.



### Mobile optimization

Enhances mobile accessibility for ticketing, orders, and updates.



### Multilingual support

Delivers localized content to boost global engagement.



### In-stadium digital integration

Integrates with third-party tools to enable interactive experiences.



### Security & data privacy

Provides [built-in security](#) to protect fan data.



### Scalability

Adapts to increased traffic and new technologies.



### Analytics & insights

Collects cross-channel data to improve marketing and engagement.



### Marketing automation

Streamlines campaigns with automated workflows and lead nurturing.



### AI-driven recommendations & assistance (AIRA)

Leverages AI for content generation, automated recommendations, and marketing optimization.

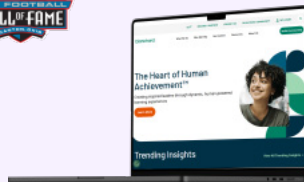


# Meet the sports organizations thriving with Kentico.



Learn how [ACF Fiorentina](#) boosted ticket sales by 450% with Xperience by Kentico. The platform's seamless integration of ticketing, merchandise, and fan loyalty programs maximized revenue and enhanced the overall fan experience, making digital engagement more efficient and profitable.

[READ MORE](#)



Discover how the [Pro Football Hall of Fame](#) improved its customer journey, heightened fan engagement, and boosted revenue generation with Kentico. With a 12% faster site, seamless ERP integration, and an optimized online store, the team now delivers a top-tier digital experience for football fans.

[READ MORE](#)



**“The decision to relaunch our website on Xperience by Kentico marks a milestone on our digital transformation journey. Xperience by Kentico will sustainably improve the digital fan journey and optimize our internal processes.”**

**Tobias Sparwasser**

Director of Communications & Media 1. FSV Mainz 05

Ready to elevate your fan experience?

[Schedule a demo](#) with our experts and discover how Xperience by Kentico can transform your digital engagement.

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