



Kentico



Ebook

The fan experience game changer.

How to elevate sports experiences in the digital era

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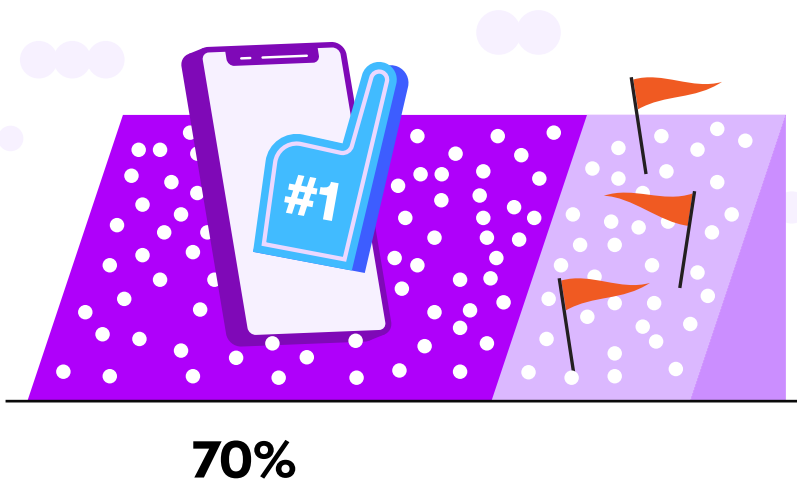
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Redefining fan engagement in the digital era.

In today's hyperconnected world, fan expectations are evolving at a dizzying pace, fueled by rapid technological advancements and changing patterns of digital consumption. Fans today are not merely passive spectators; they want to be fully immersed in the sports ecosystem. With **70% of sports fans** engaging with content through mobile devices at stadiums and 87% "second-screening" while watching live events, it's clear that the fan experience extends far beyond the live action.

The unique emotional connection fans have with sports teams offers organizations a powerful foundation to build on. Fans don't just consume sports; they live it. This is a differentiator that no other industry can replicate. By leveraging this deep-rooted passion with the right tools and strategies, sports organizations can transform fan engagement into lasting loyalty and significant growth opportunities.



As we move toward 2030, **67% of fans expect a more interactive experience**, with 54% seeking a more immersive one, highlighting the pressing need for technological evolution and innovative engagement strategies. To thrive, sports organizations must embrace the digital era, investing in the right technologies and platforms to create cohesive, engaging, and personalized fan experiences that keep fans connected—both at home and in the stadium.

However, achieving this requires overcoming significant challenges, including fragmented digital platforms, outdated infrastructures, and the rapid emergence of new technologies that can overwhelm strategic decision-making.

This ebook will explore the core challenges facing the sports industry in its quest to deliver the digital experiences fans now expect and the opportunities to deepen engagement and revenue streams. Through the fan experiences of Disappointed Duncan and Jubilant Julie, it will also demonstrate how important a comprehensive content management system (CMS) like Xperience by Kentico is in overcoming these obstacles and unlocking new growth potential.

Whether you're a sports team, league, or venue, the time to invest in your digital future is now.

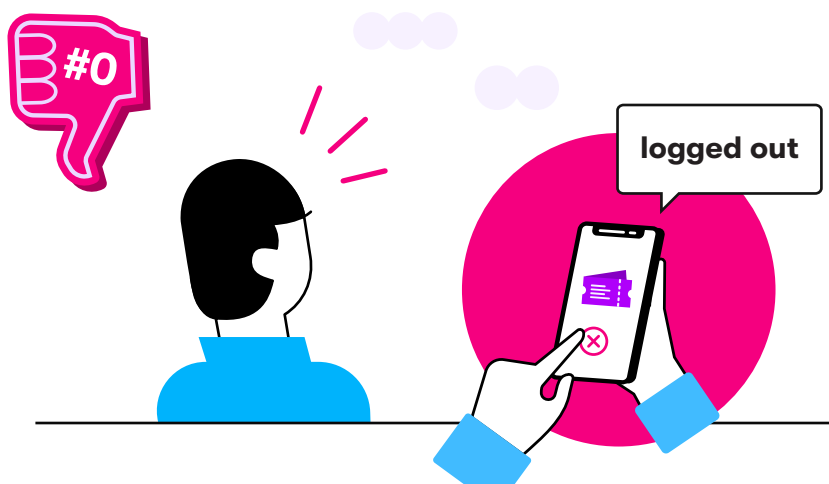
Your fans are ready; are you?



Meet Disappointed Duncan on a day of digital disconnect.

It was a crisp Saturday morning, and Duncan, a lifelong soccer fan, was buzzing with excitement. Tonight, he and his friends were headed to watch their beloved Jumping Jackals play live. As the group's self-appointed planner, Duncan opened the team's app to buy tickets. But instead of being greeted by a smooth, personalized process, he was redirected to a clunky third-party website that showed him generic ticket options with no seat recommendations based on previous preferences. When he finally succeeded in purchasing the tickets, he then spent half an hour working out how to get them onto his phone and wondering why he was still getting email reminders about the game when he'd already bought tickets.

When match day arrived, Duncan and his friends—including his buddy, Marco, visiting from Italy—were eager for the game. At the gates, Duncan opened the app to show his ticket, but an unwelcome message appeared: “You’ve been logged out!” With an unimpressed security guard glaring and his friends teasing him about his “tech wizardry,” Duncan scrambled to reset his password. They made it inside—just in time to hear the roar of the crowd as the first goal was scored.



Once the group was settled into their seats, Duncan opened the app to order hot dogs for everyone. Unfortunately the app didn't recommend any items based on his previous orders, nor did it offer any personalized promotions or remember his personal details. Marco took over, but struggled with the app's lack of language support, so they ended up joining the painfully slow concession line, missing a second goal in the process.

During a heated debate about the referee's decision on a key play, Duncan tried to pull up a replay on the app only to find it hadn't caught up yet. It didn't offer him any favorite player highlights or exclusive commentary, so he had to rely on random, generic content from the big screen.

Later that night, Duncan received a generic email from the Jackals: "How was your experience? Let us know!" There was no personalized follow-up, no acknowledgment of his loyalty as a season ticket holder, or anything specific about his match experience.

He rolled his eyes and closed the email. Over drinks, the friends agreed: next time, they'd save their money, avoid the digital headaches, and watch the game from the comfort of their couches.

Disappointed Duncan's experience



Common challenges in fan engagement.

Duncan's experience was a series of frustrations, from buying tickets to enjoying the game. Unfortunately, his story highlights common challenges faced by sports organizations today when it comes to digital fan engagement. Let's explore what went wrong:

1. Fragmented fan engagement across multiple channels

Sports organizations often struggle to deliver a seamless experience across platforms. Fans like Duncan frequently navigate disjointed interactions, switching between tools to buy tickets, check stats, or engage with their team. This fragmentation frustrates fans and weakens their connection to the teams they love.

2. Limited mobile experiences

Duncan's app troubles highlight a common issue: many sports organizations fail to optimize mobile experiences, making it hard for fans to access live stats, ticketing, or updates. Poor mobile engagement leads to frustration, lost sales, and a diminished fan experience.

3. Generic fan experiences

Duncan's experience with impersonal content also reflects a common problem: not only do sports organizations often lack the tools required for personalization, but without unified data across channels, they don't get a full picture of who their fans are.

4. Difficulty monetizing digital channels

Sports organizations often struggle to turn fan engagement into revenue. The difficulty in integrating ticket sales, merchandise, and other digital offerings into a seamless system can result in missed opportunities.

5. Inconsistent or poor in-stadium digital experiences

Inconsistent in-stadium digital experiences diminish the overall atmosphere and engagement, leaving fans disconnected from the action they've paid to enjoy. When stadiums can't provide a reliable, interactive experience, it leaves fans questioning whether it's worth attending future games.



6. Latency adding to frustration

Fans like Duncan expect real-time updates during games, whether they're watching live in the stadium or at home. Delayed stats, slow app responses, or lagging video streams frustrate fans and diminish the digital experience.

7. Limited global reach and accessibility

Duncan's friend Marco faced limited language options, a common challenge for teams with growing global fanbases. Without accessible, localized content, international fans feel disconnected, hindering engagement and global expansion opportunities.

8. Cybersecurity and data privacy concerns

Duncan's repeated logins and password resets highlight a deeper issue: potential cybersecurity risks. Many teams struggle with secure data management and privacy compliance, eroding trust and discouraging fan engagement.

9. Outdated technology and slow adoption of new tools

For many teams, outdated technology is a major obstacle. Legacy systems often fail to meet the demands of modern fans, resulting in slow performance, unreliable apps, and poor real-time experiences. Relying on outdated systems risks falling behind in delivering the seamless, cutting-edge experiences fans now expect.

Duncan's experience highlights how a fragmented, impersonal fan engagement can lead to frustration and missed opportunities for sports teams to build lasting connections with their audience. When digital experiences are disconnected, fans like Duncan feel undervalued and disconnected from their teams. These challenges not only hinder fan loyalty but also limit the potential to drive revenue through personalized interactions and seamless engagement.



Now let's see what happens when we add a sophisticated DXP like [Xperience by Kentico](#) to the mix.

Let's meet Jubilant Julie.

Meet Jubilant Julie on her joyful digital jaunt.

It was a bright Saturday afternoon, and Julie was brimming with excitement. Tonight, she was taking her family to watch the Leaping Lemurs' big game. Earlier in the week, Julie had easily purchased tickets through the team's app, which not only displayed seating options in real time but also recommended pre-game activities and exclusive merchandise based on her previous interests—all in her native French! The process was quick and hassle-free, leaving her more time to focus on the excitement of game day.

As they approached the stadium, Julie received a friendly notification from the app: "Welcome! Your tickets are ready to scan." She opened the app, where their digital tickets and parking information were neatly organized. Her kids were thrilled to use the app's AR feature to spot animated lemurs guiding them to their entrance.



Once inside, Julie’s family marveled at how smooth everything was. The kids were drawn to a fan selfie station promoted in the app, where their photos were instantly displayed on the big screen. When Julie tapped on the app’s concessions section to order snacks, she was presented with a special offer on her favorite family deal of nachos and drinks, which were ready for pick-up within minutes.

The stadium itself felt alive with engagement—real-time highlights were displayed on the big screens, and interactive fan polls kept the crowd buzzing. When Julie’s youngest wanted to learn more about the players, the app provided fun trivia and stats tailored for younger fans, keeping him entertained throughout.

That night, Julie received a thank-you message from the team, along with a recap of the game and a link to a fan rewards program. For Julie and her family, this had been more than just a game—it was an unforgettable experience.

Jubilant Julie’s experience



How sports organizations can delight fans.

By offering fans like Julie a streamlined, engaging, and tailored experience, teams can foster deeper connections, enhance loyalty, and unlock new revenue streams. Julie's story is a perfect example of how the right technology can elevate the fan experience to new heights.

Xperience by Kentico is a CMS with built-in digital marketing features that empowers sports organizations to deliver personalized content across all touchpoints, including websites, mobile apps, and emails. By integrating data from various fan interactions, XbyK enables teams to create a cohesive experience, ensuring that each fan receives relevant, timely updates and offers based on their preferences.

Let's see how a platform like Xperience by Kentico could enable the Leaping Lemurs to deliver an exceptional digital experience.

1. Unified fan engagement across multiple channels

Xperience by Kentico simplifies content management by centralizing content into a Content Hub. This streamlines workflows, allowing teams to manage, distribute, and repurpose content seamlessly across all channels—websites, mobile apps, and in-stadium displays. This ensures efficiency, consistency, and faster time-to-market for content updates, ultimately delivering a better and more cohesive experience for fans.

2. Optimized mobile experiences

With its hybrid headless architecture, where headless is just a feature, Xperience by Kentico enables sport clubs to manage and deliver content to their fans' mobile apps in real-time. Sport clubs can develop unified and engaging mobile experiences by integrating/implementing ticketing, merchandise, and streaming solutions.

3. Personalized fan experiences and effective data integration

Xperience by Kentico centralizes fan data to create unified profiles, enabling personalized content, recommendations, and offers. With deep customer [insights and seamless integration](#) with CRM and marketing tools, Xperience by Kentico enables a connected and streamlined fan experience across all touchpoints.

4. Seamless monetization of digital channels

Xperience by Kentico integrates seamlessly with ticketing, merchandise, and streaming solutions so that fans can enjoy personalized shopping experiences, while teams maximize revenue through sales, subscriptions, and exclusive content.



5. Enhanced in-stadium digital experiences

Xperience by Kentico enhances in-stadium experiences by integrating with features like instant replays, AR activations, and contactless solutions. Fans like Julie and her family enjoy a connected, hassle-free experience that complements the game-day atmosphere.

6. Real-time fan interaction

Xperience by Kentico's architecture enables real-time updates managed and executed by the marketing team, ensuring fans like Julie stay connected to the action as it happens.

7. Expanded global reach and accessibility

Xperience by Kentico's multilingual support and localized content ensure global fans feel connected. For fans like Julie and her friends back home, this creates inclusive experiences that expand a team's global reach.

8. Strong cybersecurity and data privacy

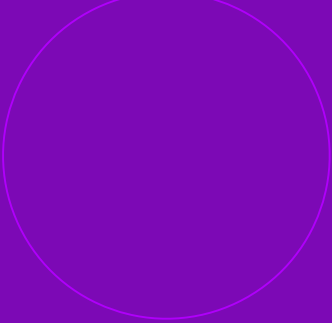
Xperience by Kentico prioritizes security with out-of-the-box two-factor authentication and the highest security standards, as well as compliance with regional privacy regulations, safeguarding fan data. Julie can trust that her information is handled securely, strengthening her loyalty.

9. Modern, scalable technology adoption

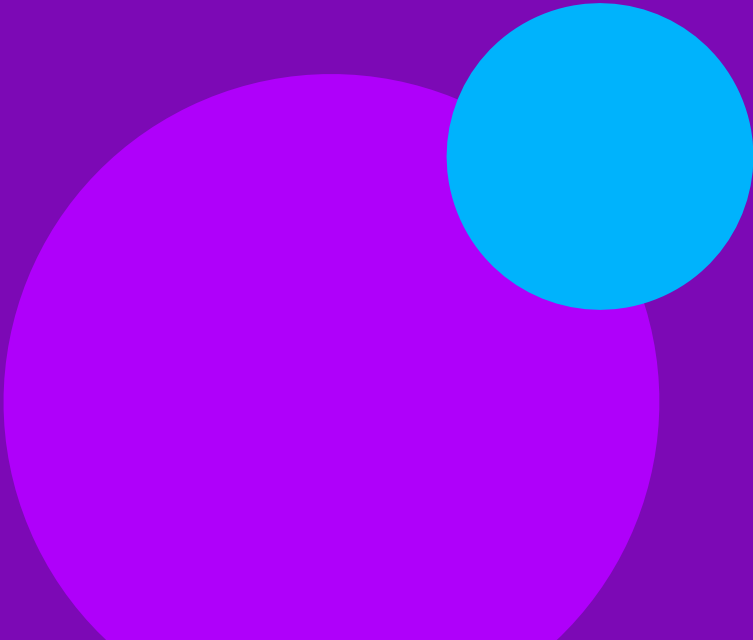
Xperience by Kentico's platform ensures scalability and [quick adoption of emerging technologies](#), keeping systems modern and efficient. Fans like Julie benefit from faster, more reliable apps and cutting-edge features.

Julie's experience highlights how a personalized digital journey can elevate game day into a memorable fan experience. With features like real-time seating, tailored offers, and interactive activities, the Leaping Lemurs' app made her family feel valued and connected. This seamless, unified digital experience not only enhanced their enjoyment but also deepened their loyalty, showcasing the power of well-executed fan engagement.





**Why Xperience
by Kentico is the
sports industry's
secret sauce.**



Xperience by Kentico empowers sports organizations to deliver personalized, engaging fan experiences across all digital touchpoints. Its centralized CMS, advanced analytics, personalization engine, and mobile optimization tools simplify content creation and management, enabling real-time, seamless interactions.

With a unified system, Xperience by Kentico ensures consistent fan engagement—whether in the stadium, at home, or on the go. Its cross-channel tracking provides actionable insights into fan journeys, allowing organizations to deliver tailored experiences that enhance loyalty and satisfaction.

By consolidating digital marketing tools into one platform, Xperience by Kentico reduces costs, improves security, and accelerates time-to-market. The flexible, integrative design supports future growth, allowing teams of all sizes to innovate and stay competitive in an evolving sports landscape.

In an era where fans expect more, Xperience by Kentico helps sports organizations exceed expectations, [boost ROI](#), and foster deeper, lasting connections.

But don't just take our word for it....



ACF Fiorentina

Associazione Calcio Fiorentina (Fiorentina), a historic Italian football club based in Florence, has a rich legacy in European football. Despite its success on the field, Fiorentina faced significant digital challenges. Its fragmented digital ecosystem led to inconsistent user experiences, inefficient data management, and limited engagement with fans.

Partnering with Kentico expert Exetera, Fiorentina adopted Xperience by Kentico to unify its various digital platforms into a streamlined ecosystem.

450% ▲

**boost in ticket
revenue with
Xperience
by Kentico**



Consistent digital experience:

Fans now enjoy a seamless journey across all touchpoints, from ticket purchases to loyalty programs, without frustrating system inconsistencies.

Enhanced engagement:

Personalization features deliver tailored content and offers, fostering a deeper connection with the club.

Effortless ticketing:

Automated ticketing processes ensure quick and reliable purchases, exemplified by 5,000 tickets sold in just three minutes for a Fiorentina-Inter match.

Mobile accessibility:

A mobile-friendly platform allows fans to stay connected anytime, boosting convenience and interaction.

Revenue growth:

A 450% increase in ticket sales revenue underscores the platform's ability to convert fan engagement into tangible profits.

Efficient operations:

Automation of processes, such as ticketing and data management, reduces manual effort and operational costs.

Data-driven decisions:

Centralized contact and engagement data allow the club to analyze fan behavior and optimize marketing strategies.

Expanded audience:

Features like loyalty programs and engaging content attract new fans, with 1,000 daily registrations on average.

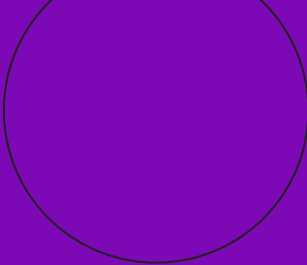
Scalable ecosystem:

The website's robust design supports future innovations, ensuring long-term growth and adaptability.

READ THE FULL STORY

Xperience by Kentico not only modernized Fiorentina's digital operations but also established a foundation for continuous innovation, ensuring the club remains at the forefront of fan engagement.





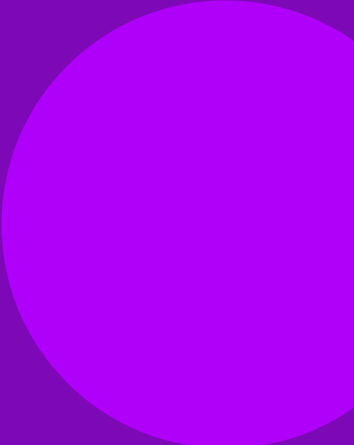
Xperience by Kentico: Revolutionizing fan engagement.

Xperience by Kentico is a game-changer for sports organizations, empowering them to create seamless, personalized digital experiences across all touchpoints. By centralizing fan data, optimizing content delivery, and enabling real-time engagement, teams can build stronger connections and foster lasting loyalty.

Ready to transform your fan experience and drive engagement like never before?

Schedule a demo of Xperience by Kentico today and discover how this unified digital platform can elevate your game.

BOOK A PERSONALIZED DEMO



About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

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