



Customer Journey **PLAYBOOK**

3 Plays for a Winning Digital Marketing Team



Go-To Plays

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Stat Sheet

Who They Are

Fanatics is the market leader for authentic, officially-licensed sports merchandise.

What They Do

This “*Internet Retailer Top 50*” company offers the world’s largest collection of gear, both modern and vintage, from every pro and college team.

Where They Operate

Fanatics is a multichannel company, operating more than **300 online stores** – including the e-commerce business for all major professional sports leagues, major media brands, and over 150 collegiate and professional team properties. Fanatics delivers to over 100 countries, running stores in over 70 languages. After acquiring U.K. e-commerce company Kitbag, Fanatics also focuses on partnerships with the biggest sporting teams and organizations around the world.

The Goal

— Continue to be the #1 fan brand worldwide. —

For the Fanatics team, that means understanding their customers. The team strives to deliver only the most relevant and timely messaging to fans. Email offers and Web recommendations are designed to appeal to customers personally, driven by preferences, location, historical behaviors, and other key factors.

With the power of Salesforce Marketing Cloud, the team devised a series of specialized plays to set them up for win after win.



Play #1

Know the score by knowing your fans.



Strategy Spotlight:



Audience Builder

Fanatics uses Audience Builder from Marketing Cloud – a powerful audience segmentation platform for building deeper customer relationships.

Audience Builder Advantages:

Filter & Segment

Establish groups based on any criteria.

Use data from multiple sources.

Precisely target every message.

A single view of every customer

Make Data Work for You

Turn raw data into attribute groupings.

Spot trends and opportunities faster.

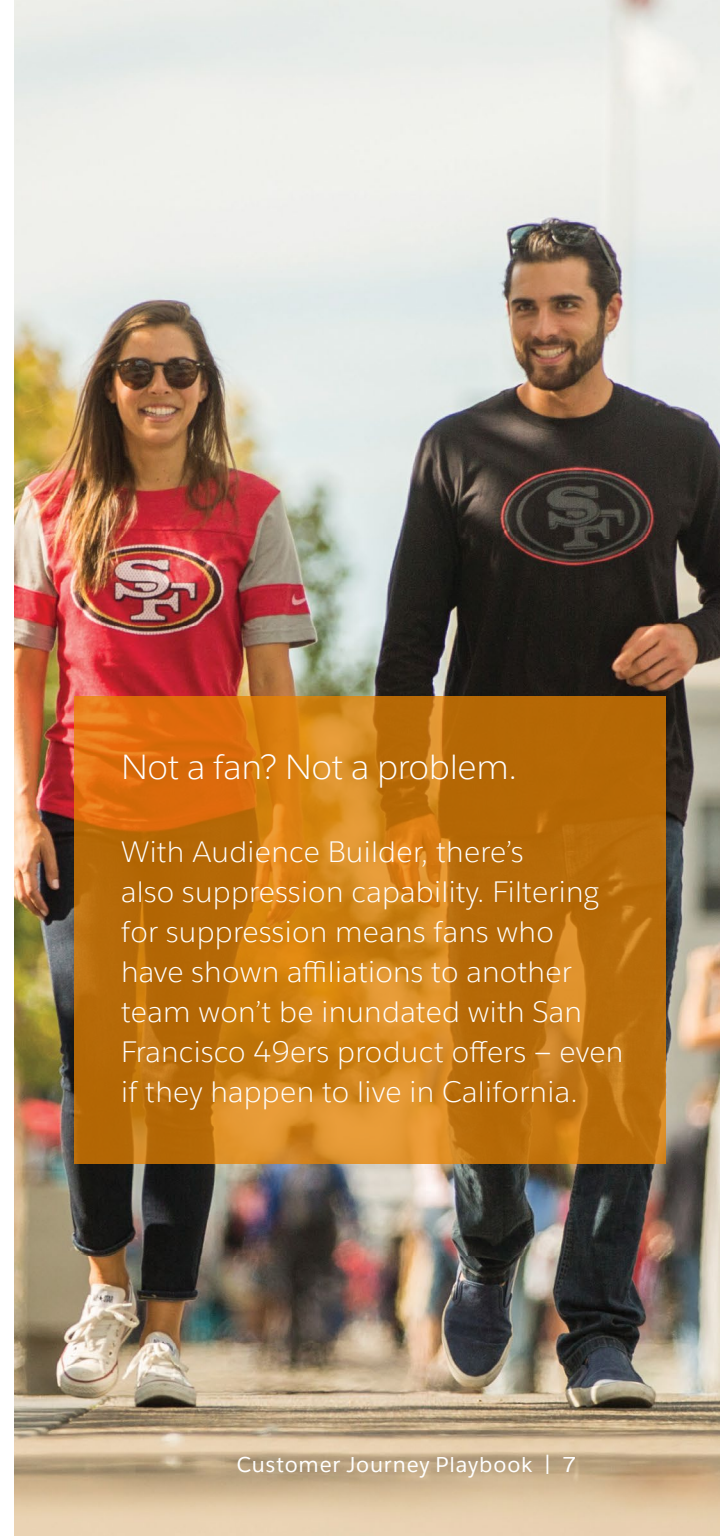
Create engaging campaigns.

Target ads by demographics, preferences, and dynamic behavior.

Gear marketing toward each fan's favorite team.

Fanatics approaches customer segments as a series of concentric circles. It starts with smaller, more focused groups and working outward to the more general, larger fan bases.

- | With Audience Builder, identify fans who have the San Francisco 49ers listed as a favorite team in their Fanatics profile.
- | Expand to a list of fans who have identified other Bay Area teams – like the Giants or the Golden State Warriors – as a favorite.
- | Create your broadest filter in Audience Builder: all customers with California addresses.
- | Send emails to these customer lists, containing offers or recommendations for San Francisco 49ers products.



Not a fan? Not a problem.

With Audience Builder, there's also suppression capability. Filtering for suppression means fans who have shown affiliations to another team won't be inundated with San Francisco 49ers product offers – even if they happen to live in California.

Fan Circles



1

The first group of fans with the 49ers listed in their profiles will have more content focused on the 49ers in their email.



2

The second group of fans will see content related to their chosen favorite teams, as well as 49ers content.



3

The third group of fans (California residents) may see an even more general email message, recommending products for all California teams, both college and professional.



By filtering fan lists based on available information, subscribers only see the content most likely to capture their personal interests. More customer detail creates even better emails.

Find fans anywhere.

Identify fans outside a team's home base with Audience Builder. Connect shipping addresses to 49ers product orders.

Identify which regions contain larger amounts of like-minded fans. Determine if a special offer on 49ers merchandise for these locations would be advantageous.

Create and send the special offer, or display regional team products, like t-shirts that say, "49ers Fan in the Big Apple." Target messages by zip code.



Go deeper with Audience Builder.

Customers lead rich, complex lives. Other relevant data, including past purchases, previous addresses, or college affiliations can determine the offers and messages they receive – helping round out a complete view of every fan.

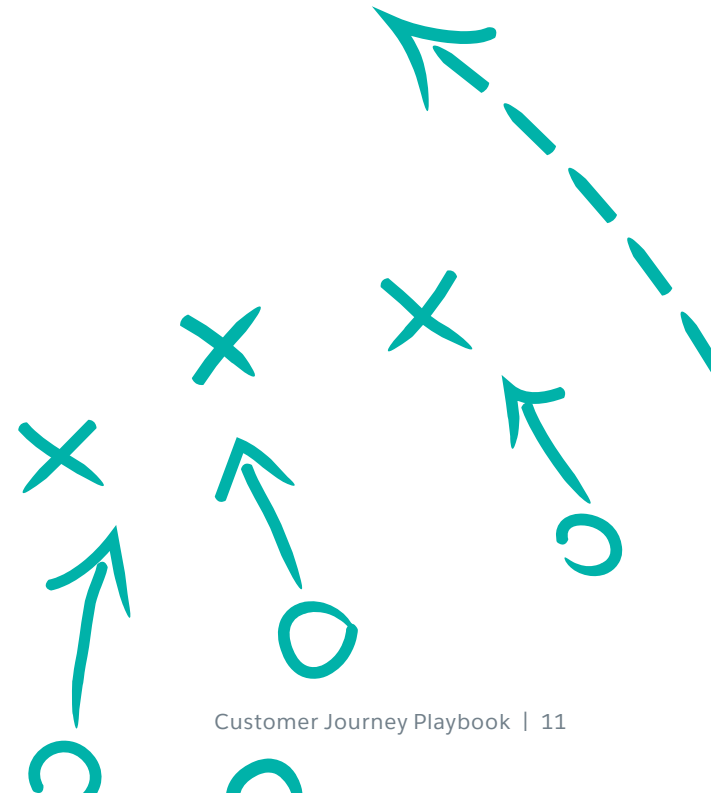


“We are the fan of fans. We understand ... the passion they have, and we want to be there for them every step of the way. Salesforce empowers us to do that.”

LINDA MOON
DIRECTOR OF CRM STRATEGY
FANATICS, INC.

Play #2

Get on the ball
with a personalized
experience.



Strategy Spotlight:



AMPscript

AMPscript is a powerful scripting language that can be embedded into emails, landing pages, SMS messages, and more to generate content specific to each recipient. The precision of AMPscript cuts down on production time and increases personalization capabilities.

Take a look at a sample AMPscript template.

Fanatics Email Stats:

Emails sent last year: **3.5 billion**

Emails built: **27,000**

Email operations team members: **5**

With one click on “SEND,” the Fanatics team can send customized content across 300 brands in an instant, with a single job ID.

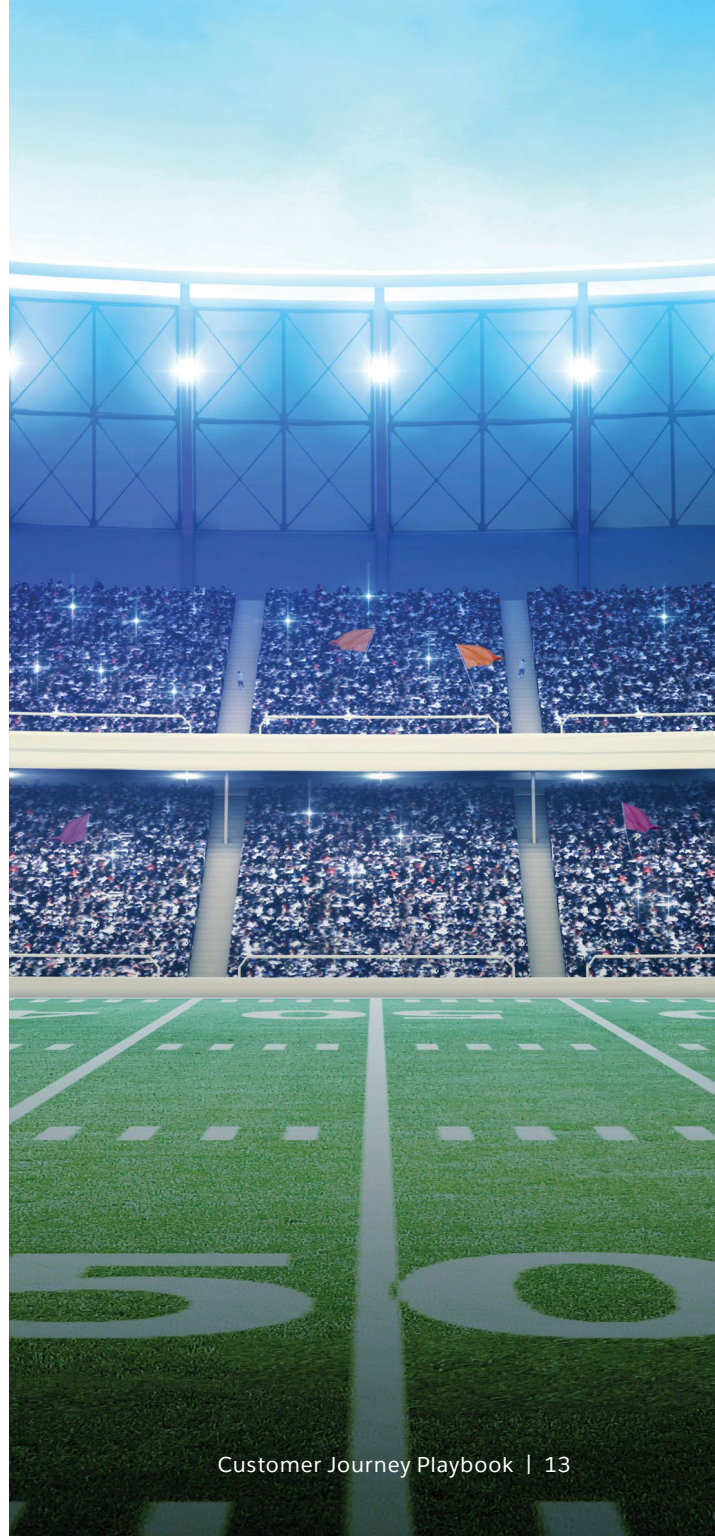
Fanatics makes every email count with AMPscript from Marketing Cloud.

Create highly personalized email content.

- | Automatically scan rows of data to display each customer's favorite teams.
- | AMPscript can detect if a customer has a preferred language and place text accordingly.
- | Other demographics such as location, age, gender, family status, and more can determine the content AMPscript generates. For example, parents may see recommendations for children's fan gear, but non-parents would not.

Avoid errors.

- | AMPscript can spot and correct inconsistencies in CRM data profiles. If a customer misspells or forgets to capitalize his name in a billing profile, the code for a purchase confirmation email fixes the error, based on existing data.



Stay timely.

The Fanatics team classifies sporting events in tiers. They think of individual moments, like a player breaking a record, as a micro-moment. A day-to-day event would include team news or player announcements. Finally, large-scale events such as the Super Bowl make an impression on the entire fan community.

Micro-moments

Trigger emails based on pre-set rules.

AMPscript populates one college basketball team's fan emails with a real-time countdown clock – leading up to an impending new team record. When the email is opened, the dynamic content is current.

Day-to-day

Deliver your message in the moment – not after.

When a player takes the podium to announce his retirement, his team's fans get a targeted email containing real-time content, courtesy of AMPscript. This may include a live stream of the broadcast or offers on merchandise that celebrates the player's career.

Large scale

Integrate with other Fanatics operations.

Following Super Bowl 50, 15 million emails were sent within minutes. Thanks to AMPscript, avowed Panthers fans were spared email content celebrating the Broncos' win.

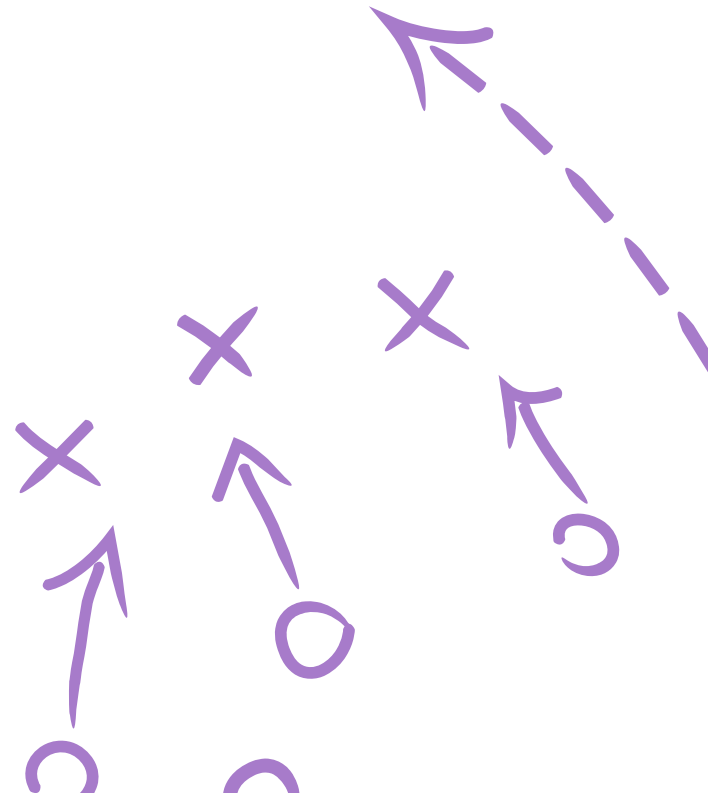


“ We need to ... talk to different fans in different ways, That’s why Salesforce is so powerful – because it allows us to communicate with fans on a 1-to-1 basis.”

RYAN DONOVAN
VICE PRESIDENT, MARKETING
FANATICS, INC.

Play #3

Be the first
on the field.



Strategy Spotlight:



Predictive Intelligence

The Fanatics team seeks to provide fans with an immersive experience that anticipates their needs and interests. To accomplish this, they use predictive intelligence data to automate highly personalized content.

Predictive Intelligence Advantages:

- Powerful algorithms analyze content, customer profiles, and audience behavior.
- Automatically determine the best piece of content for every individual.
- Deliver current content across email, mobile apps, and the Web.

Make product recommendations before anyone else.

With Marketing Cloud, Fanatics builds and refines customer profiles from the first customer interaction on. Website activity, purchases, browsing history, and fan profiles specify the timing and content of product recommendations.



Recommend and Win

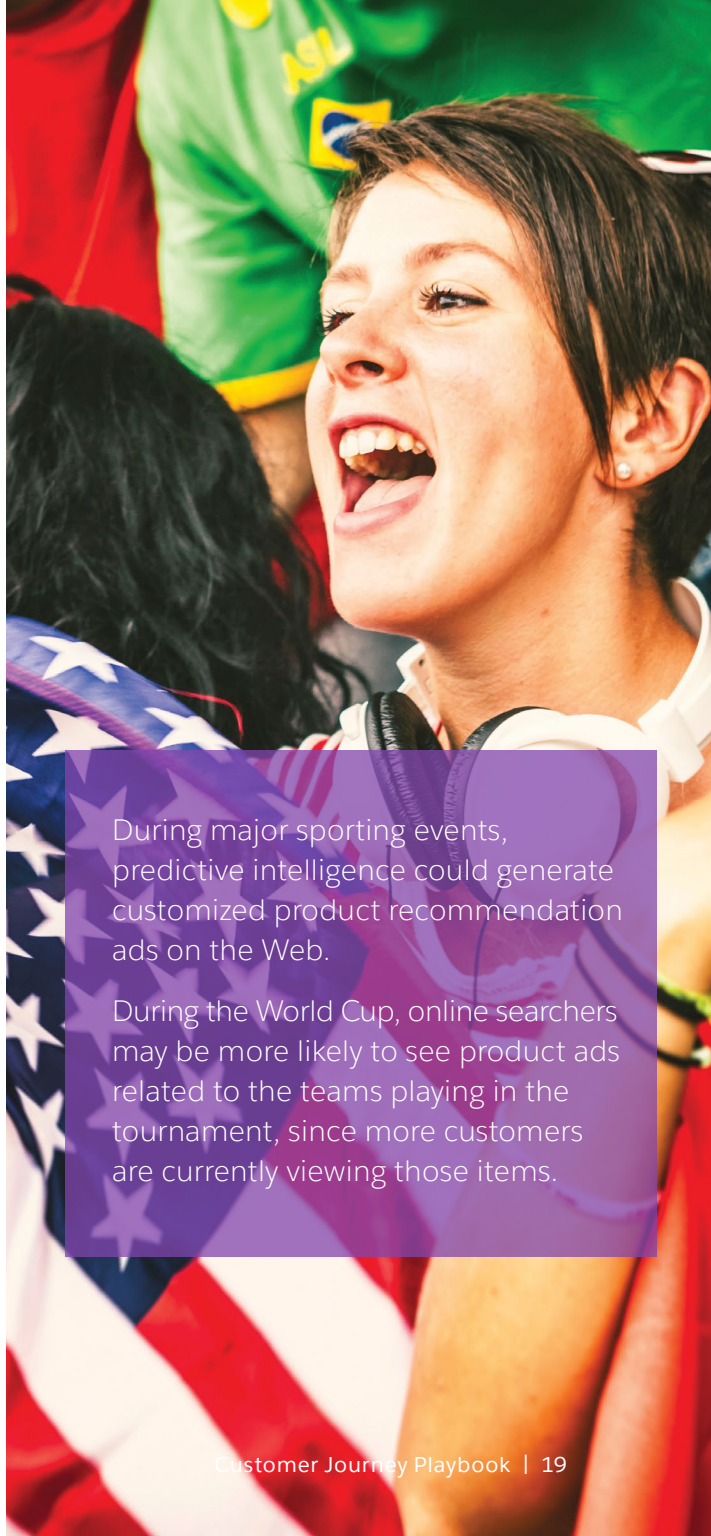
A first-time site visitor sees top-selling items in her recommendations. Over time, predictive intelligence could consider her clicks and browsed pages to determine she's a soccer fan and U.S. National Team supporter. Future recommendations will reflect her interests.

An Indianapolis Colts fan checks out a jersey on Fanatics and closes out his browser. Predictive intelligence triggers an “abandoned browser” email showcasing the item – plus other related products.

One shopper views a Florida Gators sweatshirt, but it's out of stock. Send an email the moment it becomes available again using predictive data.

Has a customer browsed baseball merchandise without purchasing? Emails targeted by predictive intelligence spotlight MLB merchandise deals during opening week of the World Series, when that interest is likely to be rekindled.

Overstocked items, for sale at a discount, are popular with the right audience. Predictive intelligence can use an algorithm to measure the likelihood of any fan's interest in certain products.



During major sporting events, predictive intelligence could generate customized product recommendation ads on the Web.

During the World Cup, online searchers may be more likely to see product ads related to the teams playing in the tournament, since more customers are currently viewing those items.

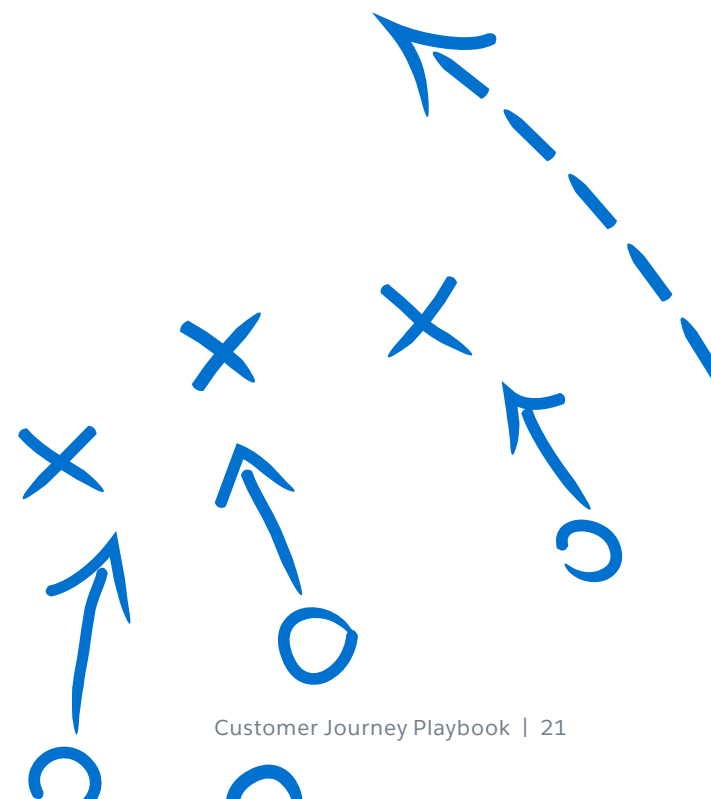


“Every fan has a story. Part of being a good brand is listening to those stories.”

RYAN DONOVAN
VICE PRESIDENT, MARKETING
FANATICS, INC.

The Fanatics Customer Lifecycle

Earn diehard fans.



Fanatics has a gameplan for every step along the path to brand loyalty.

From the moment a fan first visits the Fanatics website, a journey, the customer lifecycle, begins. Through a rich, personalized experience across browsing, purchases, email, and fan profile upkeep, Fanatics shoots for lasting customer relationships – and scores.



Acquisition



Onboarding



Engagement



Advocacy





Acquisition

Ads target fans based on behavior, location, and other factors. Website visitors receive product recommendation emails. First-time purchasers get a welcome email and targeted offers.



Onboarding

Customers build their profile across the Fanatics new fan onboarding journey. Customer onboarding with Marketing Cloud may include a guided service activation process, predictive upselling recommendations, or abandoned item and upgrade reminders.



Advocacy

Members of the Fanatics Rewards program enjoy exclusive member perks. Fanatics Rewards issues emails offering exclusive discounts and products. A rewards points program (FanCash) inspires a continued customer relationship.



Engagement

Make recommendations based on browsing, interests, and purchase history. Contact fans about news and events related to favorite teams. Involve fans in the discussion of major sporting events.



“Marketing Cloud gives us the tools we need to deliver email – at scale, with speed ... to deliver content to customers that will delight them faster.”

MATTHEW SMITH
VICE PRESIDENT, CRM & LOYALTY
FANATICS, INC.

The secret to Fanatics' winning streak is no secret.

Now that you've had an in-depth look at the playbook, make these strategies work for you. Know – and grow – your audience, personalize content to customers individually, and be the first to reach them with your message. Begin building your fanbase of lifelong advocates now with the powerful relationship-building capabilities of email, Audience Builder, AMPscript, and predictive intelligence.

See how Marketing Cloud can lead your brand to victory with increased revenue, improved ROI – and enough cheering fans to fill a stadium.

Visit marketingcloud.com or call 1-866-362-4538 for more information.





CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY