



CASE STUDY

FINDING THE FANS **MOST LIKELY TO ATTEND**

Where Detail Meets Dedication

At Source Path Digital, we believe **smarter media** starts with better **audience targeting**. That's why everything we do is built around real data, proven methods, and tailored strategies that help you **reach the right people**—without the guesswork.

SOLUTIONS



IDENTIFY

Select and curate high-potential audiences most likely to engage with your brand and offers.



ACTIVATE

Reach individuals within curated audiences one-to-one across devices and platforms with personalized experiences.



ILLUMINATE

Improve campaign performance, streamline process integration, and simplify media planning.

FINDING THE FANS MOST LIKELY TO ATTEND

THE CHALLENGE

A professional sports team came to Source Path Digital with a problem many established organizations face. The team had accumulated a sizeable **customer and marketing database** through ticket sales, inquiries, promotions, and previous campaigns. But the records themselves revealed relatively little about the people behind them.

The organization lacked a deeper understanding of its audience's:

- Demographic characteristics
- Lifestyle and household composition
- Attitudes and interests
- Psychographic profile
- Sports and entertainment behaviors
- Broader consumer preferences

That created an important gap.

The team knew **who had purchased or engaged in the past**, but it had difficulty translating that history into a clear picture of the kinds of consumers most likely to become future fans and ticket buyers.



Without that understanding, prospecting often risked falling back on broad geography, age, generic sports interest, or platform-native audience definitions.

The advertiser needed a better way to answer: **What actually distinguishes a high potential fan in this market, and how can we find more people like them?**

THE INITIAL INSIGHT

Source Path Digital believed the opportunity was not simply to find more people who liked sports, because strong fan potential can emerge from the intersection of several behaviors.

SPORT AFFINITY

Does the consumer demonstrate genuine interest in the sport?

LIVE ATTENDANCE

Do they already pay to experience professional sports in person?

PARTICIPATION

Is the sport part of their own active lifestyle?

ADJACENT FANDOM

Do they engage with related leagues, sports, or other relevant professional competition?

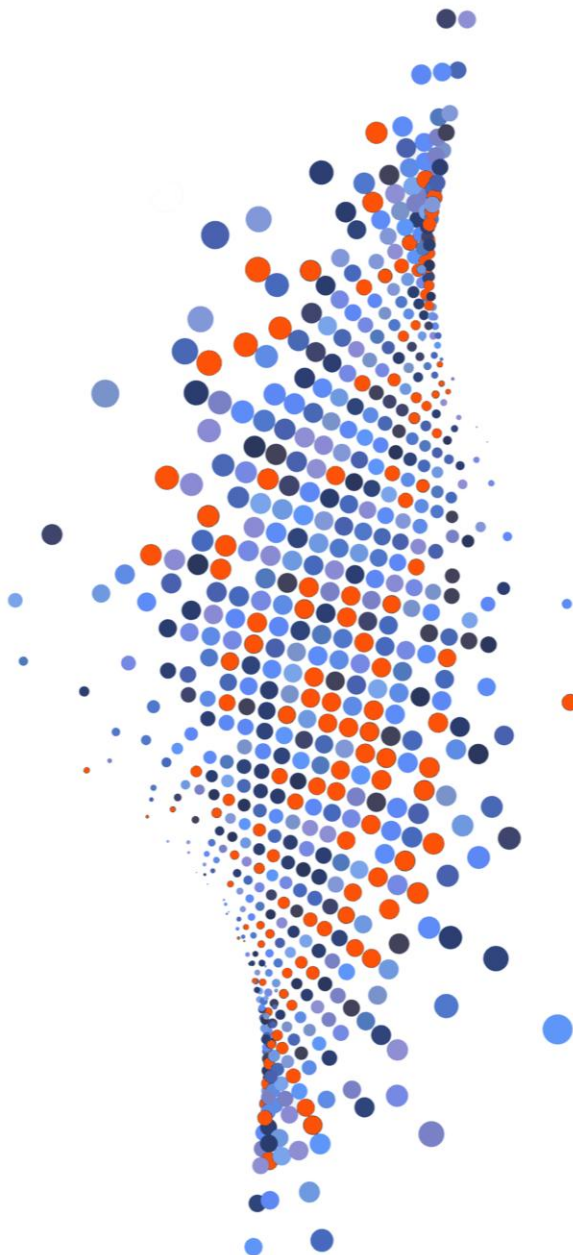
LIFESTYLE & HOUSEHOLD CONTEXT

Do their broader characteristics align with the social, family, and entertainment occasions surrounding attendance?

The objective was to move beyond a single **“sports fan”** designation and identify consumer Personas whose behaviors repeatedly demonstrated stronger potential for **awareness, ticket acquisition, attendance, and long-term fan development.**



THE ANALYSIS



Source Path Digital conducted a market analysis using consumer Personas and a set of sports behaviors selected for their relevance to the team's audience.

The analysis examined propensity across a variety of signals including:

- Strong interest in professional soccer
- Attendance at professional soccer matches
- Frequency of live match attendance
- Personal participation in soccer
- Strong interest in European soccer
- Interest in other professional women's sports, including basketball, tennis, and golf

Each behavior was analyzed against the consumer Personas present in the team's market.

This allowed Source Path Digital to see **which types of consumers occurred disproportionately among people demonstrating the behaviors most closely associated with likely fandom.**

Importantly, we did not rely on any one trait.

A consumer segment that indexed strongly for one sports behavior might represent an interesting opportunity.

A segment that repeatedly indexed strongly across **interest, attendance, participation, and adjacent sports affinity** represented something much more valuable: **a repeatable fan-growth pattern.**

WHAT THE DATA REVEALED

The market analysis uncovered several consumer segments with unusually strong relationships to the behaviors surrounding professional soccer fandom.

3.76× MORE LIKELY

One of the strongest Personas was **3.76 times as likely to have participated in soccer during the past year.**

That same audience was also:

- **3.30× more likely** to attend 1–2 professional soccer matches annually
- **2.69× more likely** to attend 3–9 matches
- **2.45× more likely** to express very strong interest in European soccer
- **1.48× more likely** to express very strong interest in Major League Soccer

2.89× MORE LIKELY

Another high-value Persona was **2.89 times as likely to have participated in soccer**, while also indexing:

- **2.57×** for attending 1–2 professional soccer matches
- **2.54×** for attending 3–9 matches
- **2.30×** for very strong European soccer interest
- **1.46×** for very strong MLS interest

FANDOM EXTENDED BEYOND SOCCER

Other high-potential Personas demonstrated a broader relationship with women's and professional sports.

One segment was:

- **2.13× more likely** to express very strong LPGA interest
- **1.87× more likely** to express very strong women's tennis interest
- **2.03× more likely** to attend 3–9 professional soccer matches
- **1.98× more likely** to have very strong European soccer interest

Another family-oriented audience over-indexed across **seven of the eight sports behaviors analyzed**, suggesting an opportunity that extended beyond hardcore sport enthusiasts into households where live sports could become a meaningful family and entertainment occasion.

The strongest prospects were not defined by a single interest. They were defined by a pattern of sports participation, fandom, attendance, and lifestyle alignment.

FROM MARKET SIGNALS TO ACTIONABLE FAN AUDIENCE

The analysis allowed Source Path Digital to separate the market into audiences with different roles in the team's growth strategy.

CORE FAN PROSPECTS

Consumers demonstrating the strongest intersection of **soccer interest, live attendance, participation, and related fandom.**

LIVE-EVENT OPPORTUNITY

Audiences with particularly strong propensity to attend professional sporting events, making them valuable for ticket acquisition and promotional campaigns.

BROADER SPORTS ENGAGEMENT

Consumers whose interest extended across soccer and other relevant professional sports, indicating a broader affinity for the live-sports experience.

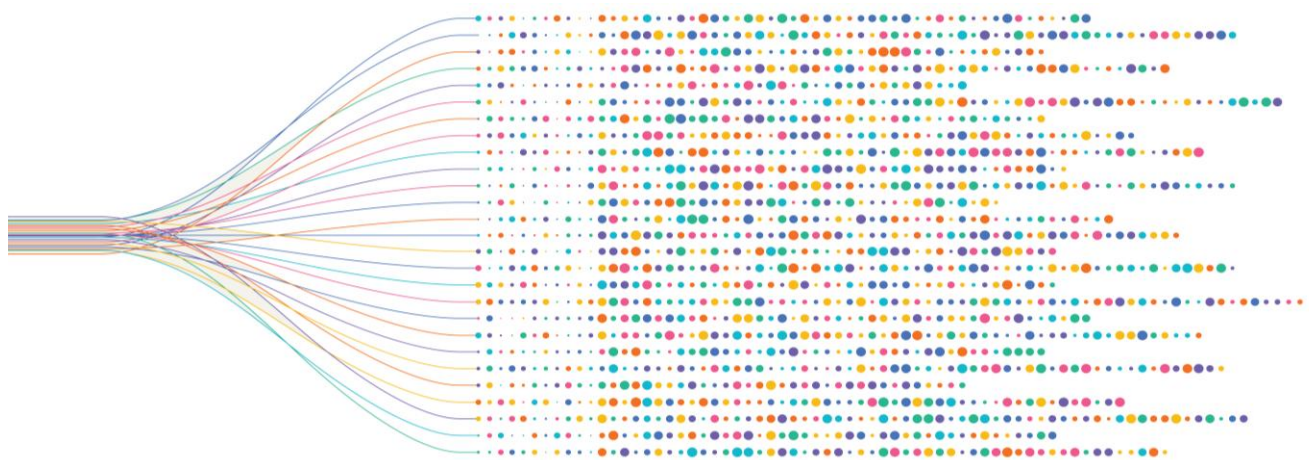
FAMILY & SOCIAL GROWTH

Households whose sports interests and consumer characteristics suggested stronger potential for family outings, group attendance, and shared entertainment experiences.

DEVELOPMENT AUDIENCES

Consumers showing meaningful alignment that could be tested and nurtured even if they did not yet display every characteristic of the strongest fan Personas.

This created something the advertiser had previously been missing: **a practical model of what high-potential fans in its own market actually look like.**



THE AUDIENCE STRATEGY

Source Path Digital translated the findings directly into a curated, addressable prospect audience.

Rather than targeting everyone who showed some interest in soccer, or relying solely on broad demographics, the audience prioritized consumers whose **combined behaviors and Persona characteristics indicated stronger fan potential**.

The resulting audience could immediately support:

AWARENESS

Introduce the team and its experience to consumers with demonstrated alignment to the sport and live attendance.

EVENT & TICKET PROMOTION

Reach high-propensity prospects with schedules, individual-game offers, special events, and ticket promotions.

CUSTOMER ACQUISITION

Develop new ticket buyers by targeting consumers whose characteristics most closely resemble the patterns associated with strong fan opportunity.

FAMILY & GROUP MARKETING

Create distinct messaging for audiences whose household and lifestyle characteristics make games relevant as shared social or family experiences.

FAN DEVELOPMENT

Use broader prospect segments to build recognition and engagement with consumers who may represent future ticket and customer value.



The analysis moved the advertiser from a database of known contacts to an addressable model of the broader fan opportunity surrounding them.

THE OUTCOME

The professional sports team started with a substantial amount of customer data, but limited understanding of the people represented by those records.

Source Path Digital added the missing consumer context.

The advertiser gained:

- A clearer definition of high-potential fans
- Quantifiable evidence of the behaviors that distinguish those audiences
- Consumer Personas associated with unusually strong sports propensity
- A way to move beyond generic sports interest targeting
- Distinct audience opportunities for acquisition, promotion, family marketing, and fan development
- An immediately actionable audience for multi-channel activation

The result was not simply another audience segment. It was a **data-driven framework for finding more of the consumers most likely to become fans.**

THE TAKEAWAY

Many professional sports organizations possess large customer databases. What they often lack is a complete understanding of **who those customers are beyond the information required to sell them a ticket.**

Source Path Digital helps fill that gap.

By combining market level consumer intelligence, behavioral signals, sports engagement, Personas, household context, and propensity analysis, we can identify the consumer patterns surrounding fandom and translate those insights into addressable audiences.

For this advertiser, the question changed from:

“Who in our market likes sports?”

to:

“Which consumers demonstrate the combination of behaviors that makes them substantially more likely to become our fans?”

That is the difference between **broad sports targeting and a purpose-built fan acquisition strategy.**

LET'S EXPLORE WHAT'S POSSIBLE

A customer database tells a sports organization who it already knows. Audience intelligence can help reveal **who it should know next.**

Source Path Digital helps professional teams and entertainment organizations understand the consumer patterns behind fandom, identify high-propensity growth audiences, and turn those insights into actionable campaigns for **awareness, ticket acquisition, attendance, premium experiences, retention, and long-term fan development.**

SCHEDULE A CONVERSATION

Agencies, advertisers, and channel partners value Source Path Digital's collaborative and consultative approach to helping them succeed.

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