

Ultimate Guide to Fan Engagement and Loyalty with Oracle CrowdTwist



ORACLE CrowdTwist

Sports teams, leagues, and entertainment brands are innovating rapidly to create the most immersive fan experiences, leveraging cutting edge-technology in venues around the world. Entertainment franchises continue to proliferate their content across platforms to meet fans where they want to engage. As fan expectations evolve across in-person and digital experiences, fan engagement programs have a key role to play in next-generation revenue creation.

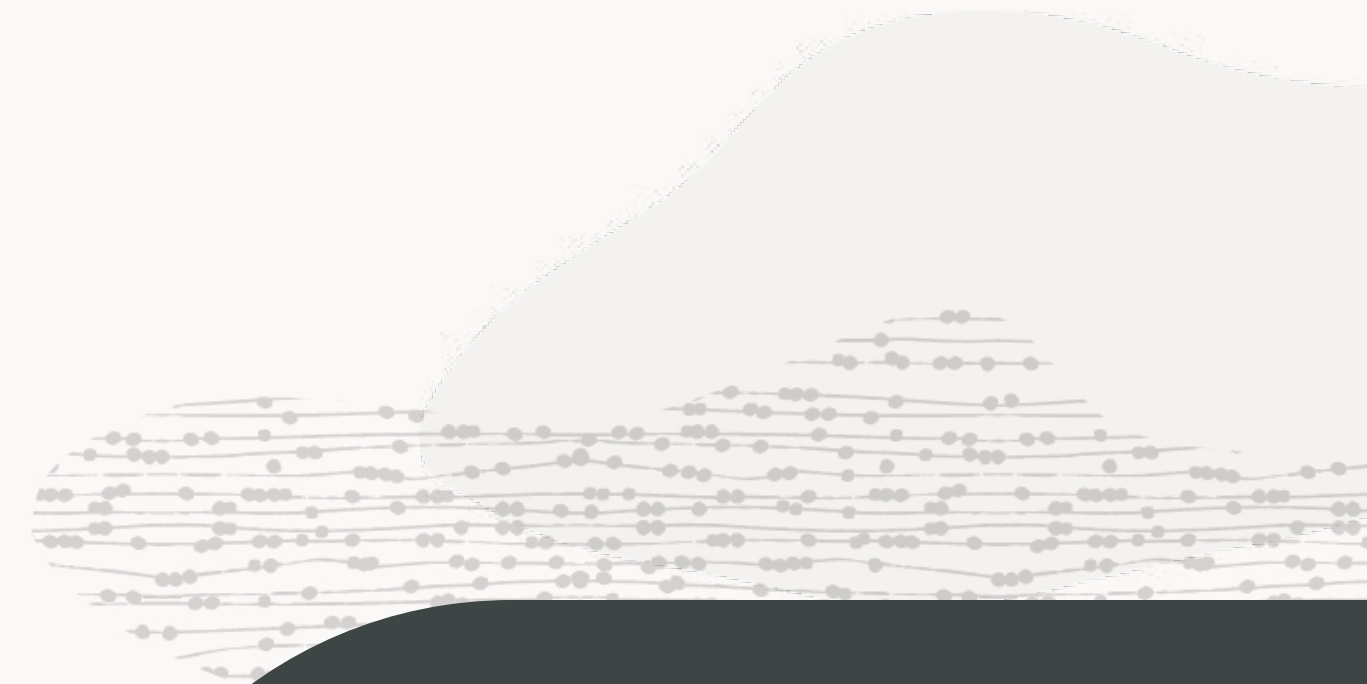
A compelling rewards program can create a personal, connected fan journey that drives interactions beyond the event window. Activities before events build excitement and anticipation, the live viewing experience can be augmented with relevant engagement and purchase opportunities, and incentives after events encourage advocacy and the next transaction.

A loyalty program in sports maintains the relationship in the off-season with consistent touchpoints that build on existing fan desires and behaviors. To personalize fan experiences and anticipate their needs, the sports and entertainment industry needs the right technology and capabilities; a means to collect, own, and activate valuable and transactional zero- and first-party data. Through a loyalty program, fans willingly opt in and share their data in exchange for rewards, incentives, and personalized experiences.

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82% of consumers would share some type of personal data for a better experience.¹

This ebook will demonstrate how omnichannel engagement and loyalty programs capture valuable data, generate strong insights, and drive relevant experiences. Discover how these strategies can help sports and entertainment businesses grow revenue and deliver seamless, delightful, and profitable fan experiences.



Loyalty programs can support “the most important area of development in the next five years for leisure and entertainment companies, having fully immersive experiences via online events that offer audiences new ways of enjoyment and participation.”

Euromonitor International
Voice of the Industry: Digital Survey Insights 2024

1. PwC, PwC Customer Loyalty Survey 2022

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How can CrowdTwist accelerate business?

Schedule a demo to see how CrowdTwist can drive revenue growth



The loyalty landscape

For sports and entertainment companies, meeting the evolving needs of fans can pose significant challenges. Here are some of the specific obstacles that marketers have identified in their efforts:

Data management

On average, brands report collecting at least eight different types of data from transactional details to behavioral insights and trends. Yet, four out of five top challenges for marketers are related to data.²

Legacy technologies

Companies recognize the importance of bridging the gap between current capabilities and growing personalization demands. However, only 48% believe their platforms are well equipped to effectively execute these initiatives.³

Internal resources

Over one-third of the top brands say they have limited access to data insights and data science talent to support personalization efforts.⁴

Execution

There is a disconnect. 61% of brands claim to personalize customer experiences, yet only 43% of consumers recognize these efforts as personalized.⁵

2. Forrester, 2024 B2C Marketing Priorities and Challenges
3. Bain & Company, "The Art and (Data) Science behind Effective Customer Personalization"

4, 5. Deloitte Digital, "Personalization: It's a value exchange between brands and customers," 2024





Where do top-performing loyalty programs excel?

Today's top-performing loyalty programs have changed fan behavior and generated more value for their business by moving from the discount-centric programs of the past to personalized, surprise-and-delight reward models.

This ebook will cover the following topics in depth to provide insights into effective strategies from industry-leading programs:

1

Creating personalized and relevant experiences

2

Building loyalty through gamification and fan recognition

3

Delivering on simplicity

Loyalty is the future driver of revenue growth

Fans are no longer making decisions based solely on product selection or price: they're assessing the full experience across all touchpoints.

To grow emotionally loyal relationships, your business must prioritize dynamic, elevated fan experiences.

Future loyalty-focused goals must include engagement-based rewards beyond discounts with a focus on expanded benefits and member recognition. There must be a significant effort to recognize fan passion and foster emotionally loyal relationships with fans through unique and differentiated experiences that span every touchpoint—powered by data collection opportunities.

“62% of fans under 35 say they want a unique and memorable experience when attending a live game. They spend \$70 more on tickets and are 21% more likely to purchase souvenirs.”⁶

6. PwC, “Engaging younger sports fans: How today’s trends can inform tomorrow’s investments,” 2024





Personalization and relevance

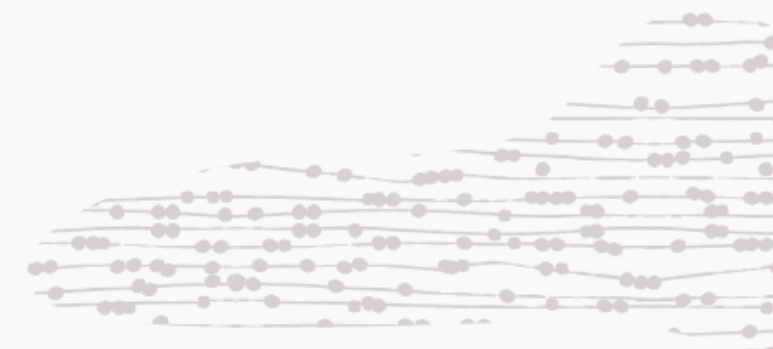
An effective loyalty program not only collects robust zero- and first-party data but uses it effectively to deliver highly personalized brand interactions across every point of contact with fans.

Capturing and owning first-party data is a key differentiator. The ability to capture and analyze data can help sports and entertainment companies better understand fan behaviors and preferences, enabling these organization to tailor experiences, optimize interactions, foster deeper connections, and enhance fan satisfaction to ultimately drive growth and loyalty.

The right technology unlocks personalization and segmentation at scale to deliver those experiences.

But how can this data be collected? Engagement activities are key. Draw from surveys, polls, reviews, digital games, sweepstakes, or code redemptions to capture data directly from loyalty program members. Combine these insights with detailed transactional data to build a robust 360-degree view of each individual fan.

From there, you can implement effective personalization. Differentiate fan segments. Know and understand your fans. Ask how they should be spoken to. Personalizing interactions while maintaining opt-in and permission-based schemes to comply with privacy regulations is crucial.



Oracle Red Bull Racing drives record fan engagement

“It is the Oracle platforms that have enabled us to get closer to fans, to understand more about what they want, and to provide them with more of what they want”

Kelly Brittain
Brand and Communications Director
Oracle Redbull Racing



Program impact

1.3x

The Paddock
page views

Visits to the loyalty
program exceeded
traffic to main site

30+

Activity completions

Average engagements
per member since
program launch

+125%

Member increase

Growth in enrollment

\$Millions

In new direct-to-fan
revenue channels

Award-winning

The Paddock has earned strong recognition since launch, including awards for Best Loyalty Program of the Year and “Loyalty Redefined” at The International Loyalty Awards.

High-value audience

This program more than doubled membership in its third season with fans, nearly half of whom are under age 25, representing 189 countries. Engagement activities captured critical data to help refine customer segments and personalize fan communications.

Gamification

It’s designed to draw fans closer to the team and drive consistent interactions with unique elements such as the Paddock Predictor game with 10,000 weekly players on average.

Extraordinary experiences

Experiences ignite fan passion with once-in-a-lifetime opportunities including a chance to design the livery for special races. The “Make Your Mark” campaign earned tens of thousands of entries. Winners received a trip to the race and dedicated time with the Oracle Red Bull Racing team.

Emotional loyalty: gamification and fandom

Today's fans have an abundance of choice on how, when, and where they consume sports and entertainment content, and meeting their engagement needs can drive real business results.

Infusing gamification and achievement recognition taps into natural fan interests of play and competitiveness. Rewarding top fans through exclusive experiences such as VIP event access or meet-and-greets creates highly memorable moments. Offering the choice to redeem for donations and support charitable partners drives deeper emotional bonds.

The most successful programs engage across the spectrum of rational and emotional needs. Daily trivia, predictors, and even microgames are becoming more common native offerings within sports and entertainment apps.

Not only can gamification drive higher monthly active users, but opening an app to play can become a part of a fan's daily routine. This builds top-of-mind awareness and can increase the lifetime value of participating fans.



SailGP drives fan engagement with unique Web 3 integrated loyalty experience

“Oracle’s cloud technology is at the heart of everything we do at SailGP, and this partnership extension reflects the power and results of our collaboration. We have no doubt Oracle will take our fan and athlete experience to even greater heights in the seasons to come and The Dock is a great example of this.”

Warren Jones
CTO
SailGP



Personalization

The program aims to redefine how fans engage and experience the sport by capturing member preferences and creating custom journeys with relevant earning activities and tier advancement opportunities.

Engagement

This always-on program encourages fan interactions during events and in the off periods to maintain excitement, with exclusive behind-the-scenes content, quizzes, and polls. Medals are awarded for engagement achievements.

Technology

Web 2 and Web 3 merge into frictionless, immersive fan experiences enabled by Oracle CrowdTwist and NEAR Protocol integration. Redeeming the Season Pass digital collectible unlocks additional rewards and collectibles at each tier, including VIP access to SailGP events, autographed merchandise, and once-in-a-lifetime fan experiences.



86%

of consumers globally want an all-in-one online platform to simplify their entertainment experiences.⁷

The power of simplifying CX

Creating a fan experience that feels intuitive and seamless across all touchpoints is a strategic investment. Ultimately, experiences that reduce friction create value.

Simplicity may take the form of a clear value proposition or consistency in the form of data integration across associate and customer interfaces. At the end of the day, the target for our fans is ease, not only in terms of understanding a loyalty program but in readily recognizing its value through timely redemption or tangible and exclusive benefits.

Personalization and relevancy play a role here as well. Uncluttering the fan experience and presenting personalized offers and menu promotions can provide utility and more delightful interactions across fan communications, in-venue ordering, and app engagement to name a few. The aim is to deliver the right experience in the moments that matter. Fan interactions across the journey—whether they're transactional or non-transactional, positive or negative, or in person or digital—all matter.

A successful loyalty program balances fan value and business viability. It also offers simplicity, personalization, connection, and ease while staying economically sustainable and dynamically relevant.

Mobile app engagement

It is increasingly challenging to gain valuable real estate on a fan’s personal device.

A Statista report on Android app retention rates by industry for Q3 2023, based on a survey by AppsFlyer, showed entertainment apps had a retention rate of just 2.76% 30 days after install, performing below other related industries including shopping and food and drink.

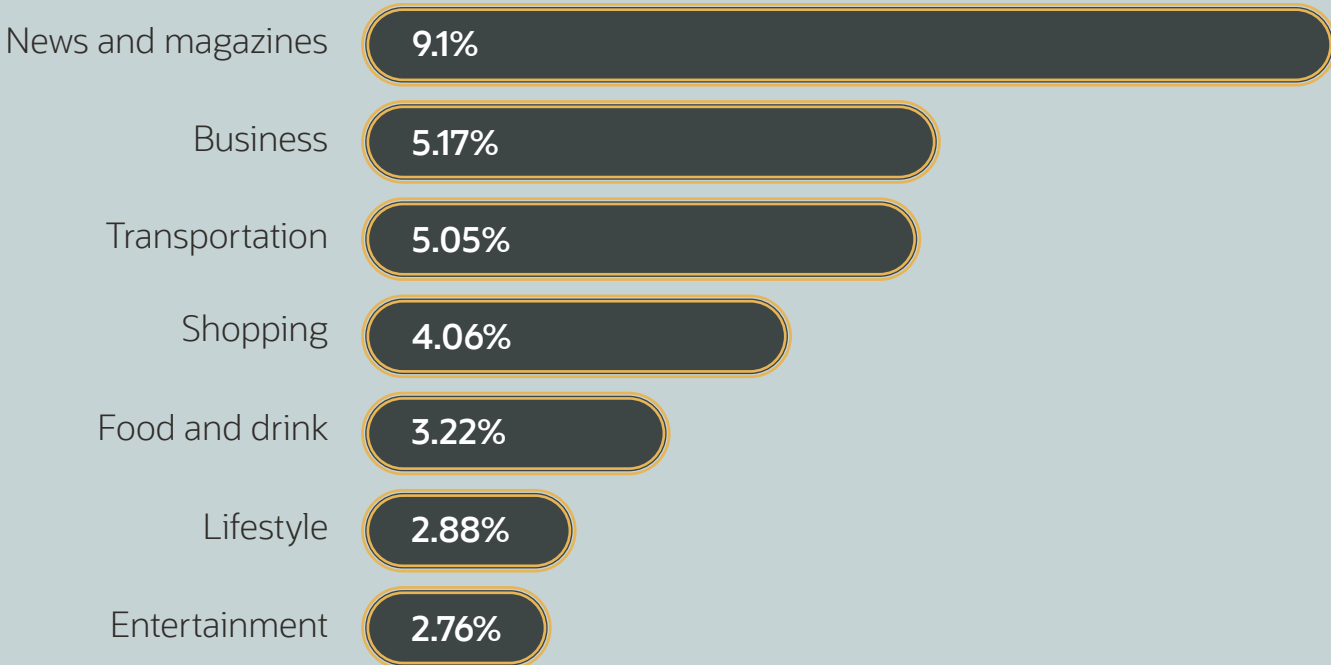
After getting past the initial hurdle of a download, often through a generous offer, it is paramount to drive ongoing app engagement. Loyalty activities and gamification are absolutely critical here, providing an authentic and enjoyable way to establish a regular cadence of engagement.

Creativity in encouraging meaningful app interactions on an ongoing basis can lead to lasting adoption and behavior change, increase year-over-year growth, and garner long-term positive business impact and digital consumption.



Retention rates on day 30 of mobile app installs worldwide in Q3 2023 by category

Source and survey: AppsFlyer

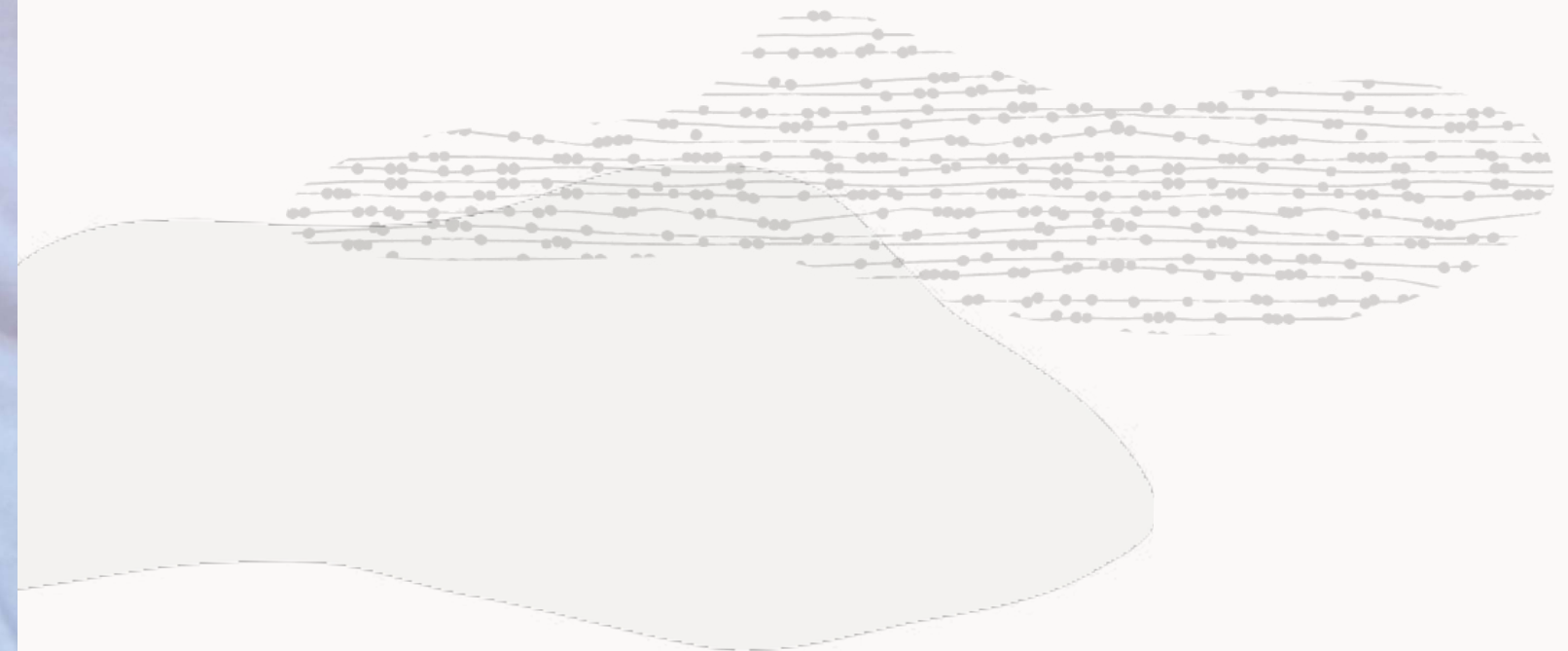




Evaluating the big picture

As the sports and entertainment industries have shifted rapidly and dramatically towards digital experiences, loyalty management capabilities have emerged as a vital addition to the technology stack. The proliferation of entertainment platforms, increased demand for off-season content, and new immersive viewing opportunities have made it all the more essential for professionals in these industries to get to know their fans and deliver benefits that really resonate—all within a connected journey.

Loyalty technology needs to be connected across all potential fan touchpoints. Oracle CrowdTwist is a fully integrated solution that offers the security and flexibility to deliver a seamless fan experience, whether fans are ordering concessions in the venue, interacting with engagement activities within the mobile app, or subscribing to text messages.



Global loyalty and engagement powered by SaaS technology

Today, fans are no longer making decisions based solely on the entertainment product or price: they're assessing the full experience across all touchpoints. Maintaining and expanding wallet shares means prioritizing and elevating the fan experience in full.

So, what is the fan looking for? A simple, intuitive member dashboard for visual loyalty interactions and communication. Businesses, meanwhile, are looking to attract new fans and retain existing ones to grow active marketable databases. They are also intent on using benefits and rewards to increase engagement frequency and drive a deeper connection with their fans.

Sports and entertainment brands are using loyalty programs to offer greater value beyond promotions and discounts. These programs can also boost fan spend and interactions, while providing valuable data for more personalized messaging and offers.

A successful loyalty program balances delivering fan value and promoting business viability—offering simplicity, personalization, and an effortless fan experience. It is dynamic and responds to evolving fan and business needs.

Oracle CrowdTwist helps sports and entertainment businesses set up the infrastructure to support current fan experience goals and provide an agile foundation to power next-generation loyalty. This can help businesses evolve and excel many years into the future.



ORACLE CrowdTwist

Oracle CrowdTwist Loyalty and Engagement is an omnichannel platform that empowers brands to create meaningful connections with their most valuable fans. It delivers tailored rewards and experiences that can deepen relationships, boost profitability, and increase retention.

Leveraging the robust data-capturing capabilities of Oracle CrowdTwist, brands can build a complete 360-degree view of their members. This helps ensure every interaction feels personal and relevant, turning fans into lifelong advocates.

Schedule an Oracle CrowdTwist demo today



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Outside North America, find your local office at [oracle.com/contact](https://www.oracle.com/contact)

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