



CASE STUDY

FROM FAN INTELLIGENCE TO FAN ACTION

The Shift:

D.C. United has spent years building a deeper understanding of its fans: who they are, how they engage, and what drives them to attend. The next opportunity was turning that understanding into more personalized, revenue-driving action.

In partnership with Two Circles, D.C. United has built a mature audience intelligence foundation that connects fan data across the business into a stronger single view of the fan. That foundation based on the KORE Intelligence platform enables the club to move beyond broad outreach toward smarter segmentation, more relevant campaigns, and clearer insight into matchday behavior.

1.5M

Distinct fan records unified

89% YOY

Revenue lift from segmented campaigns

80%

Increase in identified digital fan engagement



What Changed:

D.C. United needed more than a connected database. They needed a way to turn audience understanding into action. **Working with Two Circles, the club built:**

- A connected fan data foundation across ticketing, CRM, marketing, mobile, and behavioral data
- Three core fan profiles, with deeper sub-segments for more precise targeting
- Matchday attendance insight to better understand how fans engage before, during, and after games
- Personalized campaign activation through Campaign Manager
- IP-based website tracking to help convert unknown visitors into known fans
- Warehouse-powered internal workflows that help teams organize activity, automate task management, and report more consistently across departments

How It's Being Activated:

Single view of the fan: Connected ticketing, CRM, marketing, app, and behavioral data gives D.C. United a more complete view of each fan and a stronger foundation for personalization.

Segmentation that drives action: D.C. United uses audience profiles to tailor messaging, offers, and journeys based on fan behavior and engagement.

Personalized campaign execution: Campaign Manager helps the club move from broad outreach to more relevant, targeted communications across key fan groups.

Matchday intelligence: Connected data helps D.C. United understand who attends, how often they attend, and how fans engage before, during, and after matches.

Known fan growth: Through digital tracking and enrichment, D.C. United can identify anonymous website visitors and bring more fans into its database.

Data-powered operations: Warehouse-driven automations help D.C. United organize internal workflows and reporting.



Business Impact:

D.C. United shows what becomes possible when audience intelligence is operationalized across the business. By connecting fan data into a stronger single view of the fan, the club can deliver more personalized engagement, expand its known fan base, and create clearer pathways to ticketing and revenue growth.

The result is a stronger foundation for both fan engagement and commercial execution: more relevant campaigns, better matchday visibility, improved cross-functional coordination, and a clearer link between audience understanding and business outcomes.

“Understanding our fans means more than knowing who bought a ticket. We want to know how they engage, what brings them back, and how we can create more relevant experiences. Two Circles helps us turn that insight into action.”

– Gabby Wells, Sr. Director, Business Strategy & Analytics, D.C. United



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Get in touch to explore what the right audience intelligence and engagement platform could do for your business. Contact hello@twocircles.com

