



# Miami Dolphins (USA)

The Miami Dolphins are an American football team of the National Football League (NFL) located in Miami. In August 2014, the Miami Dolphins, together with SKIDATA, kicked-off their new loyalty program 'The Fin Club'. Club members collect points for interactions, such as surfing the club website, interacting on Facebook, following on Twitter or consuming food & beverage in the stadium. The collected loyalty points can then be exchanged for various services, such as special merchandise products or interactions with the team.

In addition, the Fin Club offers fans even more advantages: Key elements of the Fin Club include a seat sharing feature for season ticket holders, direct access to ticket event management and a newly created "break up clause" or "girlfriend clause". It enables the account holder to recall the seats at anytime, for example, if the ticket holder breaks up with his girlfriend.

But the fans aren't the only ones to enjoy a variety of benefits with the Fin Club. The Miami Dolphins themselves also profit from the platform created by SKIDATA.

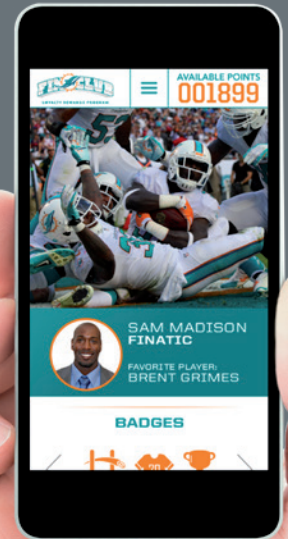
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## What's behind the surge in brand loyalty programs?

### For the Fans:

- Added value: The rewards give season ticket holders added incentive to stay engaged.
- Experience brand loyalty: Buying food and beverage accumulating points and redeeming for fan merchandise - by simply doing things they normally do.

### For the team:

- Getting one on one communication with the fan.
- Capturing data around who is doing what and when so they can customize targeted communication to them as opposed to a blanket announcements.

The new Fin Club gives the Dolphins a 360 view of all the fans. Now they see data on how the members are interacting with the team, what events they attend, what items they are interested in. And when time comes up to interact with that fan, they already know their habits.

The Fin Club platform works with social media, and integrates in-stadium with all major merchandise and food and beverage outlets in real time. The platform is capable of serving all 76,100 fans simultaneously at the Dolphins Sun Life Stadium and even if all fans hit the redeem button at once, SKIDATA Loyalty handles it flawlessly.

**While the loyalty platforms provide the fans with a value added experience, they are producing real dollars for the Dolphins. SKIDATA has tracked the following results:**

- Nearly \$3 per person spending increase on food and beverage by loyalty cardholders
- 59% of cardholders arrive at least 30 min early to the game when encouraged with points
- 39% of cardholders are swiping their cards at food beverage stands
- 50% more spending in the first 60 minutes of gates opening

