



Seattle Sounders FC

USA

To enhance the benefits of being a Season Ticket or Partial Package Member, Seattle Sounders FC (a football club playing in Major League Soccer), together with SKIDATA, implemented a loyalty program named "MatchPass". Fans can collect points for different actions both on and outside of matchday, and redeem them for exclusive experiences such as meeting the players, access to the pitch on matchday and partner giveaways throughout the season. Rewards are rotated often and are set at varied point scales to appeal to a large fan base of fans with different point accruals. The program aims to reward an already loyal fans base, strengthen their relationship with the club and help add value to their experience as a Season Ticket Member.

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Project Details

Customer	Seattle Sounders FC
Installation Date	2012
Implemented Solution	Loyalty.Logic

The MatchPass ticket has a barcode on the front of the card that connects to the Seattle Sounders ticketing system and a magnetic stripe on the back that is swiped at food/beverage and retail locations. MatchPass also serves as a way for fans to have a paperless ticketing experience and as a vehicle for savings on matchday, through a stored value integration tied into making purchases at concessions and earning value back on cards.

Beyond the value the program adds to their loyal fan base, the Seattle Sounders are able to benefit from the solution as an important data collection and marketing tool. By giving Sounders fans the opportunity to become even closer to the team, this program is able to better understand the interests of their fans beyond just attending a match. This data will continue to help drive segmented marketing campaigns for specific fan segments and enable the club to offer a more customized relationship with their fans. After a soft-launch in 2012 with 11,000 accounts opting-in, the Sounders now provide MatchPass for all Season Ticket and Partial Package members – over 30,000 seats. With the help of the loyalty program and its special offers, also three times a year the otherwise blocked seats are opened up and the entire stadium with its 67,000 seats is sold out. The next phase of MatchPass will be to integrate it into the Sounders existing mobile app and continue to find ways to engage fans with varied offers.

MatchPass has also been able to provide an increase in data capture and ability to understand their behavior. The most tangible change in behavior has come from incentivizing early attendance – which increased 12% from 2012-13. On average, the Sounders see just over 50% of their card holders swiping on matchday, over 30% using the benefits of stored value – particularly strong numbers of engagement in a matchday setting in professional sports. The Sounders also know their fans' loyalty continues beyond matchday, and have seen success with creating promotions with their retail store, sponsors and with creative uses of the functionality in the SKIDATA backed loyalty portal.