

The Engine For **Your Team**

Plus.Fan connects your content, fan data and commerce - so your team knows every fan, engages them every day, and turns loyalty into recurring revenue.



Three Gears. One Engine.



01

Playbook

Publish More. Engage Every Day.

Generate and post news, video, livestreams and exclusive updates to social, web and the Plus.Fan app at once - a branded home beyond fragmented social feeds.

- ✓ Intelligent content generation & publishing
- ✓ Push & share with social media
- ✓ Game schedule & live scores in real time
- ✓ Video, stories, insider access & interactive

Why it matters: you own the audience and use every post builds a direct relationship.



02

Fan360

Know Every Fan.

One profile for every fan. Fan360 joins your marketing, social and commerce channels so you can measure engagement, segment audiences and launch campaigns.

- ✓ Unified fan engagement view
- ✓ Engagement metrics & scoring
- ✓ Full integration across channels
- ✓ Segment builder

Why it matters: teams that know their fans deliver better experiences - and every campaign reaches the right people.



03

Revenue

Build & Grow Beyond Tickets.

Store connected to memberships and subscriptions. Build and grow recurring revenue for the right fan segments.

- ✓ Fan membership & subscription
- ✓ Club shop & team store
- ✓ Sponsorship integration
- ✓ Social & media

Why it matters: better fan understanding leads to revenue opportunity, all year round.