

UNIQUE CHALLENGES

LEAN TEAMS

- Small staffs
- Technical complexities

DATA COMPLEXITY

- Serving multiple audiences with data from partners and 3rd parties
- Importing and organizing data can be a major challenge
 - Ticketing
 - eCommerce
 - League
 - Community

CONSTANT CHANGE

- Sports marketers must be adept at agile adaptation and strategic foresight
- Fast-changing narratives
- Little control over outside events
- Constant media spotlight

HIGH EXPECTATIONS

- Premium brands require premium experiences
- Diverse audience interests
- Extreme brand loyalty
- Every communication matters

TOP OBJECTIVES

BETTER CONNECT WITH FANS

- Engage at a personal level with each individual
- Develop effective nurture & multi-touch campaigns

FIND NEW REVENUE SOURCES BEYOND TICKET SALES

- Unique offers on merchandise & concessions
- Customize event invites based on fan attributes

VISIBILITY INTO ONLINE BEHAVIOR TO UNDERSTAND FANS

- Have one version of the truth with 360° view of fan interests
- Gain insight into online fan behavior

INCREASE PRODUCTIVITY & DO MORE WITH LESS

- Allow Marketers to focus on strategic initiatives with successful automated execution

OUR EXPERIENCE

PACiOLAN



SPORTS MARKETING

Common Braze Use Cases

- Season ticket renewal reminders
- Fan loyalty program communications
- Automated know-before-you-go messaging (e.g., email, SMS, mobile push)
- Weather and traffic alerts via SMS or mobile push
- In-venue promotions
- Fan experiential marketing (e.g., Jumbotron programs)
- Post game recaps and wrap-ups
- Merchandise sales support including promotions, abandon browse, abandon cart, cross-sell recommendations

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WHAT WE DO

MARKETING STRATEGY

We help customers design advanced personalization strategies by identifying key audience insights, harnessing real-time triggers, and creating seamless customer journeys that fully leverage the power of the Braze platform.

IMPLEMENTATION & INTEGRATION SERVICES

Our certified Braze consultants guide you through every step of your platform journey. From implementation and data integration to SDK setup and personalized campaign builds, we ensure your platform is optimized to deliver targeted, real-time customer experiences. With our expertise, you'll unlock the full potential of Braze.

PRODUCTION SERVICES

Need additional bandwidth to concept, design, or execute campaigns? Our Braze-certified consultants act as an extension of your team, helping you create and launch personalized, high-impact customer engagement campaigns with ease.

APPCLOUD

Unlock new possibilities with feature-enhancing apps designed to extend Braze functionality and boost platform efficiency. With a library of solutions tailored to your needs, we help you make the most of your investment.



WHY US

DEEP EXPERIENCE

With over 15 years of experience, we've been dedicated to helping businesses implement and optimize digital marketing technologies. Our expertise ensures you create impactful customer engagement strategies and foster lasting loyalty.

100% CERTIFIED

Our team is fully certified in key marketing technologies, including Braze, ensuring you receive the highest level of expertise and support.

FULL STACK

We utilize, implement, and support the full range of Braze capabilities, from message design to Canvas optimization, Audience Segmentation, and Dynamic Personalization.

DATA MASTERY

We excel at connecting, analyzing, moving, and protecting your marketing data, ensuring you unlock its full potential while maintaining compliance.

INTEGRATION SPECIALISTS

With experience building and managing hundreds of integrations, we'll help you seamlessly connect Braze with your existing technology stack for streamlined operations.

CUSTOMER RETENTION

Our customer retention rate is over 90%.

THE POWER OF POTENTIAL, REALIZED

Unlock the full potential of your customer engagement with the perfect blend of strategy, technology, and data. At Relationship One, we empower Braze users to transform their MarTech journey, creating personalized, data-driven experiences that drive meaningful connections and measurable results. Let us help you maximize the value of your investment and achieve your customer engagement and marketing goals with confidence.

OUR MISSION IS SIMPLE – INSPIRE SUCCESS.



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