



Infinite journeys, one amazing fan experience

Engage, delight, and respect
every fan through a complete
omnichannel experience platform



“Everybody footballs differently”

—meaning with so many ways for fans to enjoy the game, mass marketing campaigns aren’t as effective as targeted communications. To attract, retain, and monetize fans, you need to focus on creating one-to-one experiences across channels. You already have an enormous fan database full of information—now you need to focus on how best to use your data and deliver experiences based on unique insights.

To do this, you need a targeted approach that rationalizes multiple data sources to deliver all your fans one-to-one or one-to-few experiences. And it needs to be done in a way that promotes values of diversity and inclusion, expanding your core target audiences such as youth, millennial, and gen-z.

At Adobe, we want to help you do this—and meaningfully engage fans through precision targeting and personalized experiences that deepen their love of football in a way that respects them and grows revenue.





Create holistic fan journeys to maximize lifetime value

We'll offer a suite of tools and services to help leagues and clubs deliver enterprise-wide fan experiences across all digital touchpoints. Our complete omnichannel fan experience platform uses a centralized asset management system to power and measure omnichannel interactions. And we'll deliver complete and integrated solutions for targeting, orchestration, content, and channel activation to create respectful end-to-end experiences and maximize fans' lifetime value.

We'll build on our established tools with solutions from the Adobe Experience Platform (AEP), including AEP Intelligent Services. These solutions also include journey analytics to support a holistic understanding of your fans, helping you create individualized right-time, right-person, and right-engagement delivery.

Our service team will also provide end-to-end governance and program management, driven by your specific KPIs and implemented with you to deliver everything you require. Through technology, thought leadership, and professional services, we'll engage, partner with and support you, your teams, and your partners to launch and measure fan engagement efforts and understand the impact of these campaigns on your fans' journeys.

Futureproof football's popularity with tailored fan experiences

Together, we can create, improve, and continuously orchestrate journeys across your fabase through all channels and interactions. Not only will this amplify fans' love for the game, but it will also maximize their lifetime values.

Orchestrate the entire fan experience across the entire organization and its adjacent services.

You'll improve your ability to nurture and influence fans, grow your fandom, and monetize and grow revenue across multiple points. This includes combining data and insights from multiple touchpoints into a single data model for a more complete and centralized fan profile to enhance your visibility and understanding of fan journeys.

Create, understand, and map fan journeys with greater cohesion.

Develop clear and consistent insight into what a fan profile and journey is and should be, with improved capabilities at both a league and club level. By creating greater cohesion across the entire organization from a fan journey management perspective, you'll better understand the impact of campaigns and incremental gains from monetization.

Deepen fans' love for the game by respecting their personality as an individual.

We'll help you improve how leagues and clubs interact with their fans and keep them happier and better informed with engagements tailored to their behavior and needs. We'll also help you build and expand more respectful and inclusive fandoms with right-message, right-time interactions. We want to help you create relevant experiences for younger, more diverse, and international audiences—to help futureproof your organization.



Why Adobe is the best partner to deliver for you

After a decade of working together, we already understand your business and culture inside-out. This knowledge of the NFL's complexities and your need to connect across fans, franchises, and new services, means that, unlike others, we can get going quickly. We can deliver an assured roadmap with greater precision—and ensure implementing the end-to-end experiences and embedded respect your fans deserve is done at reduced risk.

Our culture, values, and team align with everything you stand for: Our team is absolutely committed to your core values, vision, and mission to create experiences that respect people. We operate on the principle of respect on all sides, and embracing diversity and inclusion is a key part of our success.

Adobe is the experience business – creating, connecting and expanding digital experiences: We're the world leader at creating the thrilling, immersive, and end-to-end experiences your fans deserve. And by making them hyper-personalized, we ensure they link across every channel as one—so no fan is left behind.

We combine creativity, data, and delivery, with optimization and continuous improvement: We're the only end-to-end partner with the ability to combine creative ideas and content with data. It means we can orchestrate journeys from fan profiles and then measure and understand the impact on the fan—to deliver the best content.

We'll establish a single source of truth across all fan journey phases: We have a unique data-driven operating model (DDOM) built with customer-centricity in mind, so we can stitch data together across the entire customer journey. This framework gathers data and segments it, enabling you to act on those segments with personalized messaging for each fan.



We know your business, and we know that engaging and retaining fans is one of your top priorities. We have experience working in this sector: we helped NASCAR stay resilient during the COVID-19 pandemic and helped increase new fan loyalty using Adobe Target to drive personalization and Adobe Analytics to provide a pulse on new fans.

We want to use our experience to help you futureproof your fanbase: to engage, delight, and respect every fan through a complete omnichannel experience platform—for infinite journeys and one amazing fan experience.

