



CASE STUDY

BUILT TO KEEP GROWING

The Shift:

Since 2022, CA Osasuna has been building a deeper understanding of its supporters, and finding more ways to put that understanding to into practice. Working with Two Circles, the club has developed a fan ecosystem connecting its digital channels, communications and reporting. As the partnership has evolved, Osasuna has used that capability to grow its known fanbase, create automated journeys, drive membership acquisition and renewals, and engage different cohorts of supporters more effectively. That approach now extends beyond fan engagement. Through the KORE platform, Osasuna is bringing greater visibility to its commercial partnerships and tracking hundreds of agreements across its partner portfolio. With its Two Circles partnership renewed through 2030, Osasuna can prioritise how it understands, engages and creates value from its growing fanbase.

371K+

Fans identified

60K

Registered SSO users

400+

Partner agreements
managed

What Changed:

CA Osasuna moved beyond simply collecting fan data and build the capability to use it more effectively across the business. Working with Two Circles, they have developed a richer understanding of its supporters and the different ways they interact with the club, creating the foundations for more targeted engagement.

- The club has built a database of more than 371,000+ fans
- Up to 5,000 new user registrations around key moments
- Supporter profiles capture information including language, app behaviour, device usage and household makeup
- Ticketing, website and app are integrated with Two Circles SSO, with retail, loyalty and gamification integrations planned
- Partnership delivery and reporting are brought into a single approach, spanning major partners and CA Osasuna's wider business

How It's Being Activated:

Always-on fan journeys: Automated journeys allow CA Osasuna to engage supporters differently depending on whether they're a member, supporter, match-ticket buyer, app user or OTT consumer.

Supporting membership growth: Targeted email campaigns are used to drive both acquisition and renewals, turning fan understanding into measurable commercial outcomes.

Speaking to fans their way: Language preferences allow CA Osasuna to communicate with supporters across three languages, while behavioural information creates further opportunities for personalisation.

Learning from behaviour: App engagement, video consumption and device data give the club a richer picture of how supporters interact with the club beyond matchday.

One source for decision-making: Tableau reporting brings performance information together and provides teams with a consistent source of truth.

Business Impact:

Four years into the partnership, CA Osasuna is putting its digital foundations to work across the business. Member emails consistently achieve open rates above 50%, while automated journeys and targeted campaigns support membership growth and renewals.

The partnership has also expanded into CA Osasuna's commercial operation, with the club now using the KORE platform to track asset delivery across 21 major partnerships and 380+ deals.

With further retail, loyalty and gamification integrations planned, and the partnership renewed through 2030, CA Osasuna is continuing to build on what works.

"The project with Two Circles represents a step forward in our fan engagement strategy. We want to get to know our community better so we can offer them increasingly relevant, personalised experiences tailored to their needs. The goal is to put the fan at the center. To better understand their interests and behaviors and, from there, build a closer and more lasting relationship with each of them. In this sense, the collaboration with Two Circles allows us to advance the club's digital transformation."

– Mikel Erbiti, Head of CRM



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CA OSASUNA

Get in touch to explore what the KORE Intelligence Platform could do for your business.
Contact: hello@twocircles.com

