



CASE STUDY

TURNING CHAMPIONSHIP MOMENTUM INTO LONG-TERM FAN GROWTH

The Opportunity:

Lexington Sporting Club is a professional soccer club competing in the USL Super League and USL League One. As the club's women's team entered the playoffs, Lexington wanted to maximize attendance while building lasting relationships with the new supporters attracted by the team's success.

The Club recognized the opportunity to capitalize on growing excitement surrounding the women's playoff run, but fan data was spread across multiple platforms, including HubSpot, PlayMetrics, SeatGeek and Shopify. Without a unified view of supporters, it was difficult to identify the fans most likely to attend upcoming matches, understand how they engaged with the club, or execute highly targeted marketing campaigns.

Beyond increasing attendance for individual playoff matches, Lexington wanted to convert first-time attendees into long-term supporters who would continue engaging with the club after the championship run.

"We wanted to better understand who our fans are, what brings them back, and how we can turn that understanding into action. KORE has given us a connected view of our supporters and the insights to reach the right audiences, drive repeat attendance, and build stronger fan relationships over time."

— Sam Doerr, Ownership Rep, Lexington Sporting Club

27%

Increase in championship attendance

FIRST

Women's sellout in club history

286

New fans acquired during championship window

600+

Fans progressed through the club's fan lifecycle





Solution

Using Two Circles' Helix platform alongside consulting and analytics expertise, the team unified nearly 90,000 fan records into a single customer view by connecting ticketing, CRM, merchandise and engagement data across multiple systems.

Rather than simply providing reports, Two Circles delivered weekly actionable insights that translated directly into marketing decisions. By analyzing attendance history, purchasing behavior, fan engagement and merchandise activity, the team identified the audiences most likely to attend upcoming playoff matches and created targeted email and SMS campaigns to reach them.

The approach helped drive a 13% increase in attendance for the semifinal and a 27% increase for the Championship, culminating in the women's team's first sellout in club history.

Following the championship, the analysis evolved into a lifecycle marketing strategy that grouped supporters based on attendance behavior, from first-time attendees through loyal, high-value supporters. This framework gave Lexington a repeatable approach for moving fans through each stage of the customer journey while measuring long-term engagement beyond individual matches.

Business Impact:

The project demonstrated how connected fan intelligence can extend beyond campaign reporting to drive measurable business outcomes. By combining unified fan data with strategic consulting, Lexington Sporting Club transformed playoff excitement into sustained fan engagement. More than 600 supporters progressed through the fan lifecycle, showing how the Championship created opportunities beyond a single sellout.

The lifecycle model also uncovered clear indicators of long-term value. As supporters progressed, merchandise adoption, membership participation and average spend all increased, with spend per fan growing nearly 20x from Stage 1 to Stage 4.

Lexington now has a repeatable, data-driven framework for identifying growth opportunities, personalizing marketing and building stronger relationships with fans over time.



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Get in touch to explore what the right fan intelligence and engagement platform could do for your business. Contact hello@twocircles.com

