



CASE STUDY

TURNING ATTENDEES INTO FOREVER FANS

The Opportunity:

Queens Park Rangers FC (QPR) have long understood the importance of fandom and treated it as a strategic priority. The Club saw a clear opportunity to turn attendees into forever fans: to grow its season ticket base and build a stronger, more loyal fanbase, both by retaining existing supporters and by bringing new fans into Loftus Road. For more than ten years, Two Circles has helped QPR deliver on that ambition. Through the KORE Audience Intelligence Platform, the Club continuously analyses supporter data and refines its approach, deepening its understanding of its supporters. That insight has shaped every campaign, from rewarding long-standing season ticket holders to reaching new audiences. As the partnership continues, QPR is well placed to build on a decade of progress and keep growing the fanbase behind the Club.

13%

Increase in average match attendance over five seasons, reaching a record 16,718

SOLD-OUT

Season ticket allocation with a waiting list for first time since 2014/15

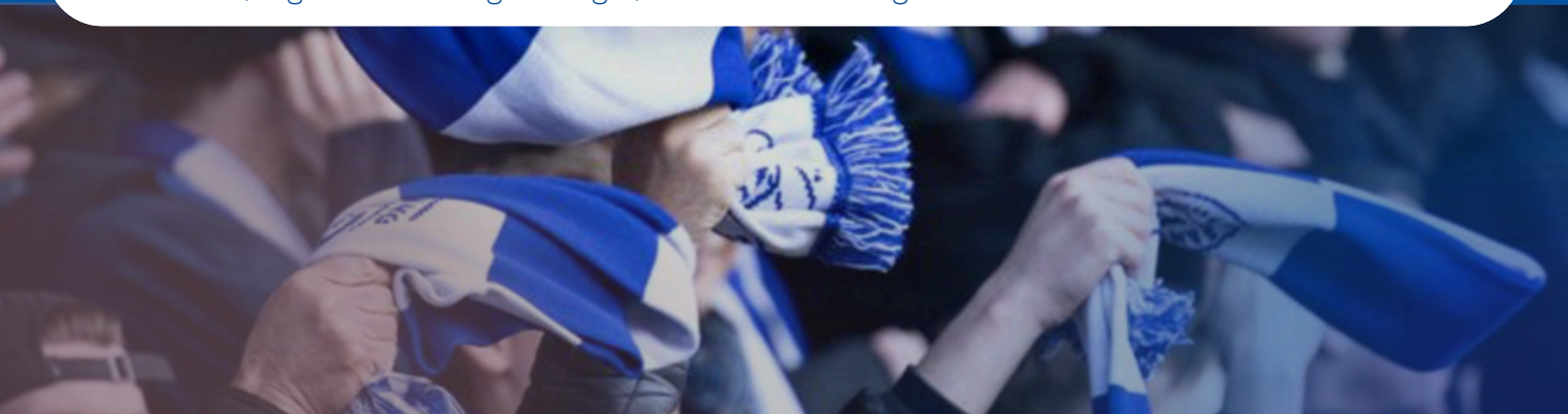
90%

Season ticket holder renewal rate

“Two Circles play a vital role in our annual season ticket campaigns, not just at launch but throughout planning and analysis. Tools such as their propensity modelling, personalised My Seat pages, email marketing and analytics reporting help us bring each campaign to life, measure what’s working and identify areas where we can improve.

The impact has been clear, with consistent growth in season ticket sales in recent years and a noticeably younger base of season ticket holders.”

-Ed Barber, Digital Marketing Manager, Queens Park Rangers



How It's Being Activated:

1

QPR uses the KORE season ticket propensity model to score supporters on their likelihood to renew or purchase. This groups the audience into clear segments, from long-standing season ticket holders to lapsed supporters and new fans showing early signs of interest.

2

Campaigns reward loyal supporters, convert casual attendees and reach new audiences. With 90% of season ticket holders renewing their pass, loyalty is clearly recognised and every fan feels valued. Whether they have followed the Club for decades or are only just discovering it.

3

Each group receives messaging, timing and offers that reflect where they are in their relationship with the Club, delivered through personalised My Seat pages and targeted email campaigns.

4

The model shows the expected renewal rate alongside the risk factors that may cause a supporter to lapse, with 22% of season ticket holders identified as having one such risk factor. This lets QPR step in early with targeted communications, rather than reacting after the renewal deadline. The model was 83% accurate in 2025/26, giving the Club confidence when planning its season ticket allocation.

5

The acquisition model identifies supporters likely to become new season ticket holders, with 8% of fans with a high propensity score to purchase converting for 2026/27.

Business Impact:

After a decade of partnership, QPR attracts around 13% more fans per match than five seasons ago, reaching a record average attendance of 16,718 last season.

The average age of season ticket holders has fallen by seven years since the partnership began, bringing a new generation of supporters into the Club.

In 2025/26, QPR sold its entire season ticket allocation and opened a waiting list for the first time since the 2014/15 Premier League campaign.



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Get in touch to explore what the right audience intelligence and engagement platform could do for your business.

Contact: hello@twocircles.com

