



CASE STUDY

ONE VIEW. ONE GROWING FANBASE.

The Shift:

Like many clubs, Villarreal CF's fan data had become fragmented across multiple third-party systems. While each platform served a purpose, the lack of connectivity made it difficult to understand fans across the club or deliver joined-up, personalised experiences.

Two Circles brought these sources together into one connected ecosystem, and implemented a single sign-on (SSO) as the front door to every channel where fans interact with the club. This created a stronger foundation for fan engagement and supported the club's future growth ambitions.

"Having one connected view of our fans has changed the way we think about engagement. Our supporters are at the heart of everything we do, and this project has given us the tools to truly know them wherever they interact with the club. What used to be fragments of information is now a single, living picture of our fanbase, and that's the foundation for everything we want to build next."

— Miguel Torro, Commercial and Digital Strategy Manager, Villarreal CF

157K

unique fans, built from scratch

21,402

fans logged in via SSO

3.8M

emails sent this season alone

What Changed:

Villarreal CF wanted to bring its fan data together into one connected ecosystem. Working with Two Circles, the club created a single view of the fan through an integrated database, email platform and SSO, providing the foundation for more personalised fan engagement

1

The club has grown its first-party database from zero to 157,000 unique fans.

2

Fan data from multiple third-party systems has been brought together into a single customer view.



A club-wide single sign-on now connects fans across key digital touchpoints.



Database, email platform and SSO now operate as one integrated ecosystem.



Shopify, Tableau and Google tagging now provide richer fan insights and performance data.

How It's Being Activated:

Automated fan journeys: Email programmes reach supporters at the moments most likely to convert.

Targeted communications: Campaigns are segmented by season ticket status, language, location and marketing permissions.

Personalised retail experiences: Season ticket holders are recognised in the online store and receive tailored offers.

Smarter commercial targeting: Transactional data from Shopify enables campaigns based on purchase behaviour.

Behaviour-led campaigns: Tableau reporting and Google tagging help optimise fan journeys and campaigns, contributing to a 26.5% open rate across 5.1 million emails.

Business Impact:

With a connected view of its fans, Villarreal now has the foundations to engage supporters more personally, make better decisions and grow commercial opportunities over time.

The club can continue growing its first-party fan database from across the globe, delivering more personalised experiences and make smarter, data-led decisions across the business. With a connected ecosystem in place, Villarreal is well positioned to strengthen fan relationships and unlock future revenue opportunities.



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

