



clekt.

Data is your best asset. Use it.
www.clekt.co.uk

Premiership football is getting smarter

Use data to deliver a more personalised experience to your fans, driving greater engagement and increasing omnichannel supporter revenue

Match after match, season after season, generation upon generation, your fans are creating their own history with your club.

It's made up of memorable matches, last minute goals, kits for the kids, favourite moments relived, exclusive access interviews, shared experiences on social, latest club news, season tickets faithfully renewed.

It's more than data,
it's passion,
it's belonging
and it's the future
of your club.

Disjointed, impersonal fan experience

- Separate, siloed systems for different operational purposes built up over time
- Multiple records for individual supporters
- Varied and often poor data quality
- Unsophisticated and de-personalised representation of the fan base with broad brush fan segmentation
- Minimal dynamic and data-driven content
- Limited systems integration between legacy platforms

Data-driven global supporter community

- A single and trusted view of the global fan base incorporating all physical and digital interaction between club and supporter
- Smarter, personalised content across all club to fan interaction points (stadium, social channels, eCommerce, paid TV)
- Real-time, location-driven match day communication
- Scalable, secure, future-proofed systems integration

NEXT GENERATION FOOTBALL EXPERIENCE

Our three-step approach for getting you match fit for the future

1 STRATEGY

Build the strategy to meet your club objectives

2 CLEKT YOUR DATA

Bring your data together into one single supporter view on the Clekt platform

3 OPTIMISE

Analyse and operationalise your data to truly understand how supporters want to interact with your club

Clekt is a data partner for Premiership clubs

Get in touch
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