Turn Fan Data Into:

Ticket Revenue & Sponsorship Growth

Identify, reach, and convert the right fans with enriched, continuously refreshed person-level data

SOLVE THE QUESTIONS YOUR TEAMS ARE ALREADY ASKING

Who Actually Buys Tickets?

Not just attendance - who converts, upgrades, and renews?

Understand what your highest-value fans have in common across job, income, location, and company to build high-performing audiences.

Why Aren't We Reaching Them?

What's limiting outreach and conversion today?

Fix incomplete and outdated fan records with refreshed contact and demographic data to improve reach rates, targeting precision, and sales efficiency.

Where Is Our Next Revenue Coming From?

How do we find new fans, group buyers, and sponsors?

Identify net-new individuals, local companies, and organizations that mirror your best customers to fuel pipeline growth across ticketing and partnerships.

How Do We Scale What Works?

How do we turn our top fans into repeatable growth?

Build lookalike audiences based on your best buyers and expand targeted outreach across domestic and international markets.

HOW PDL HELPS

1 Enrich Your Existing Fan Database

Tap into a global database of person and company profiles

- Consolidate fragmented profiles into **unified fan identities**
- Append **personal + work emails, mobile phone numbers, and social profiles**.
- Improve contact coverage and sales efficiency

2 Define & Find Your Best Fans

Understand what drives ticket revenue – and scale it

- Identify common traits of high-value buyers (e.g. **role, income, location**)
- Build a profile of your ideal season ticket holder or group buyer
- Find **net-new individuals** in your target markets

3 Drive New Revenue Opportunities

Expand beyond individual buyers into B2B and new markets

- Break into new markets to grow your **domestic and international fanbases**
- Find **local companies and decision-makers** for group sales and sponsorship
- Build targeted outreach lists and audiences

WHY PDL?

More than Enrichment, Built for Prospecting
In addition to enriching your data, PDL enables search and discovery of **net-new fans and companies**.

Global Coverage

- Coverage across **U.S. and international markets**

Flexible Integrations

- API Delivery, Bulk File Delivery, and CRM Integration (i.e. Salesforce)
- Or fully managed enrichment via Professional Services

Privacy & Security First

- CCPA, GDPR, and SOC 2 complaint
- Client data is never shared across customers

PDL Success Stories

A top baseball organization uses inferred salary data to identify and mitigate season ticket churn risk.

A sports league refreshes a decade of fan data to improve sales outreach and drive international expansion.

A rising European soccer team targets local companies to unlock new sponsorship opportunities.

WHAT YOU GET

Reach Your Fans

- Personal and professional email addresses
- Mobile phone numbers
- Street-level location and social profiles (e.g. LinkedIn, Facebook, and more)

Understand Your Fans

- Current job title, role, and seniority
- Company, industry, years of experience and income-level indicators
- Comprehensive historical work and education background

Expand Your Audience

- Net-new individuals not in your database
- Lookalike audiences based on top buyers
- Local companies and decision-makers for group sales and sponsorship

SEE FOR YOURSELF

Share a list of priority fans or markets with us and we'll help you understand:

- Match rates and data coverage
- How many more fans you can reach
- Examples of new audiences and revenue opportunities

Run a quick coverage test with us and see the impact firsthand.