THE MARTECH SUMMIT | LONDON

B2C MARKETING

AI & Customer Engagement

Behind the Badge: How Liverpool FC is Building the Foundations for More Connected Fan Experiences





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GUINNESS WORLD RECORDS
CERTIFICATE
The most people performing
a double high five simultaneously
was achieved by
Dude Perfect (USA)
and
Attendees of SAS Innovate 2026 (USA)
at SAS Innovate 2026
in Grapevine, Texas, USA
on 28 April 2026
OFFICIALLY AMAZING
RECORD HOLDER

Connecting Fans, From Anfield to Anywhere



1	**Insight**	Segmented fans by behavior and digital engagement
2	**Action**	Used SAS to identified engaged fans near Yankee Stadium
3	**Experience**	Invited them to an exclusive ticket sweepstakes
4	**Impact**	Showed how data & AI can improve the fan experience

“Personalization is not simply about targeting more effectively. It is about understanding what matters to supporters and using that insight to create meaningful experiences.”

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