skypointcloud

Introducing SkyPoint Predict

AI-powered customer insights for sports brands

In a post-COVID world, fans are pouring their passion for their favorite teams into digital engagement. According to research from Capgemini, nearly 70% say emerging technologies have enhanced their overall viewing experience, both inside and outside the stadium. But it's hard to create personalized experiences that drive fan engagement and loyalty.

56%
Percent of fans who would attend more matches after a positive tech-enabled experience

92%
Percent of fans who would spend more on online subscriptions after a positive tech-enabled experience
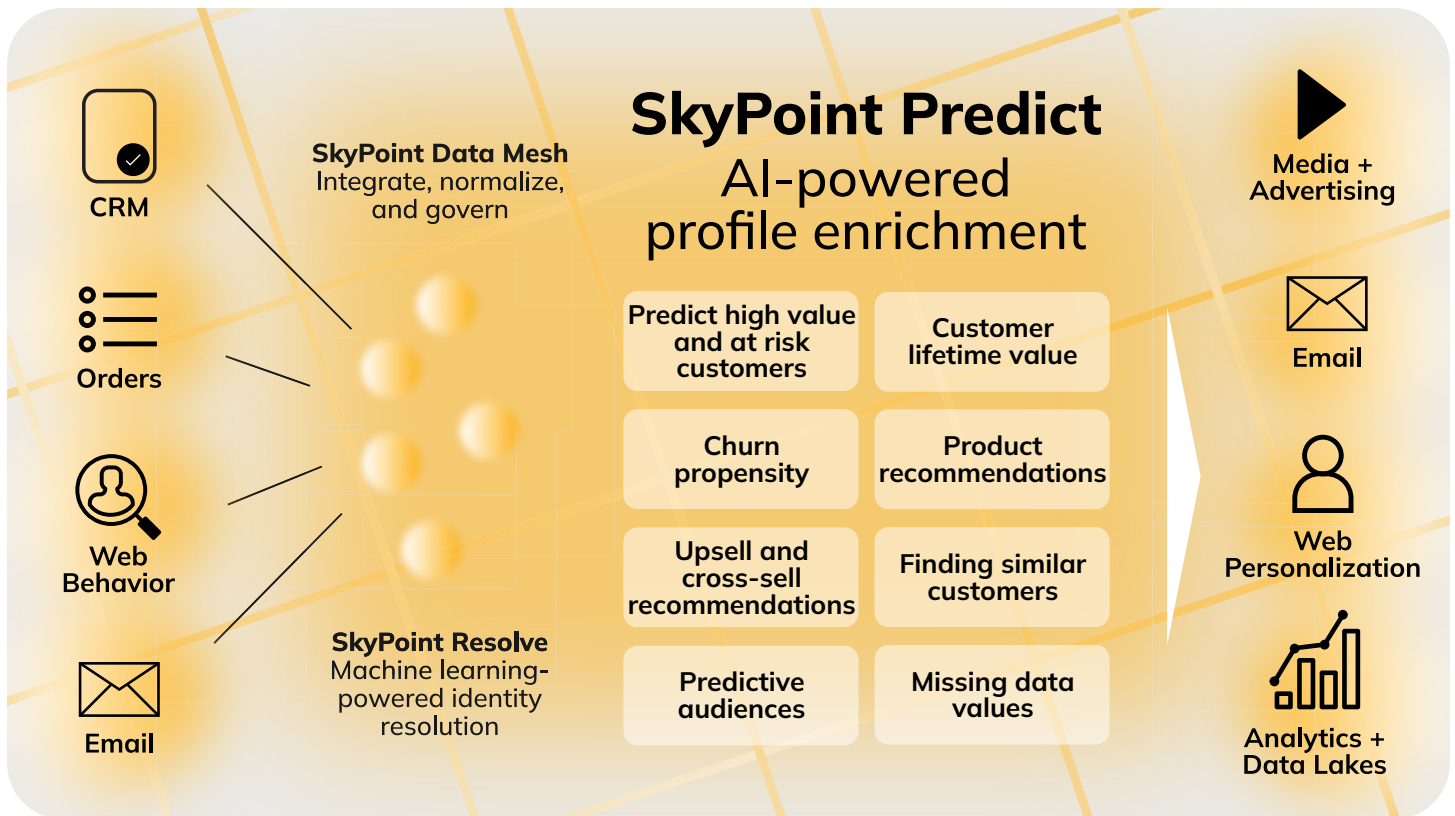
Source: Capgemini

SkyPoint Predict

With SkyPoint Cloud, sports brands can finally see the fans in their data. The platform unifies fragmented customer data from across systems, leverages machine learning-based identity resolution for clean and accurate customer profiles, and enables brands to build and govern a fully scalable customer 360.

SkyPoint Predict harnesses the power of artificial intelligence (AI) to parse hundreds of signals and dynamically predict each fan's behavior. Users can leverage SkyPoint Predict out of the box – no modeling or tuning required – or can build their own models in Microsoft Azure Machine Learning for "plug and play" deployment in SkyPoint.

Stream predictive insights to downstream systems using 200+ connectors to power the perfectly tailored experience for each fan.

SkyPoint Predict
AI-powered profile enrichment

CRM

Orders

Web Behavior

Email

SkyPoint Data Mesh
Integrate, normalize, and govern

SkyPoint Resolve
Machine learning-powered identity resolution

Predict high value and at risk customers	Customer lifetime value
Churn propensity	Product recommendations
Upsell and cross-sell recommendations	Finding similar customers
Predictive audiences	Missing data values

Media + Advertising

Email

Web Personalization

Analytics + Data Lakes

The competitive edge for sports brands

Sports brands use SkyPoint Predict to build long-term fan loyalty by personalizing the fan experience – both in and out of the stadium.

Drive repeat visits	Bring the experience home	Power up partnerships
Cultivate high-potential fans early in their lifecycle – and identify the perfect moment to reach out to each fan to drive attendance at the next big match	Bring fans closer to the teams they love with personalized product recommendations and subscription media services	Leverage predictively tailored audiences to promote engagement with partners' offerings and promotions – delivering value to fans and affiliates alike

Get started today
Visit https://skypointcloud.com/
or contact sales@skypointcloud.com to learn more.

SkyPoint Cloud (https://skypointcloud.com/) *is the privacy-first customer data platform that enables consumer and healthcare brands to unlock deeper, more meaningful relationships with their customers. SkyPoint unifies customer data from across disparate data sources to deliver rich, comprehensive customer profiles – enabling businesses to understand their customers while safeguarding their customers' data.*