

The background features several abstract, rounded rectangular shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual effect.

Tech That Builds Superfans: Inside the Playbook of an NBA Team and a Travel Titan

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From
fragmented
data →
unified
journeys →
superfans

You'll hear about:

- common challenges that organisations face regarding their data and technology limitations
- how to successfully navigate a technology transformation project to address these problems
- the awesome initiatives the San Antonio Spurs and Xanterra are undertaking that their fans and customers LOVE



Case Study: San Antonio Spurs

The BEFORE

- **Tech State:**
 - multiple disconnected tools
 - SMS not functional
 - bot attacks → deliverability issues
- **Operational Pains:**
 - slow performance
 - unreliable support
 - no shared visibility
 - lean team wearing many hats



Case Study: San Antonio Spurs

The AFTER

The highlights:

- HubSpot (Marketing Hub, CRM), SMS, Paid Social in one place
- Deliverability discipline
- Cross-functional data working group

Steal These Workflows!

Example workflows:

- Rookie Season Ticket Welcome Series depends on rep fields → data hygiene guardrails
- Channel Preference Capture form → if/then branches for SMS/email cadence
- Gameday Comm Flows: pre-event reminders → in-game triggers → post-event surveys/merch

Measures of Success

“We’re communicating with the right people with the right message in the right channel.”

-  Deliverability: blocklist resolved; inbox placement ↑; hard bounce ↓.
-  Engagement: open/click ↑ on game-day comms; SMS opt-in rate; survey response rate.
-  Revenue/Capacity: ticket bundle uptake; targeted offers to visiting-team fans; merch attach.
- ROI frame: lift vs baseline, time-to-value, cost avoided (tool consolidation).

Case Study: Xanterra

The BEFORE

- **Tech State:**
 - deprecated email platform with minimal support
 - couldn't see web browser activity
 - 10+ brands operating independently
 - RMS as only "truth"
 - no cross-brand view
- **Pain Points:**
 - no CDP/warehouse
 - siloed data (dining, phones, post-stay, upsell)

Case Study: Xanterra

The AFTER

The highlights:

- Core: HubSpot + Twilio Segment (CDP)
- Moving toward Snowflake
- Brand-level records with enterprise visibility.

Steal These Initiatives!



- Abandoned Cart: custom events → timed nudges → dynamic content blocks (smart rules) by brand.
- Cross-Brand Cross-Sell: RMS signals → lifecycle stage → enterprise-level segments
- Executive Dashboards: multi-brand rollup, campaign vs industry benchmarks
- Custom Behavioral Events, Smart Content/Smart Rules, Campaign Analytics vs Benchmarks, Attribution Reports, Dashboards, Lists, Permissions for brand vs enterprise

Measures of Success

-  Recoveries: abandoned cart revenue; session-to-book conversion lift.
-  Email: CTOR, dynamic content lift vs control.
-  Ops: build time ↓, time-to-launch ↓, shared services efficiency ↑.
-  Retention/CLV: repeat booking rate; cross-brand adoption.

The Playbook: Exact Tactics You Can Replicate

- **Data hygiene and deliverability:** email validation (e.g., ZeroBounce), bot controls, bounce rules.
- **Preference capture:** progressive forms, channel pickers; drive opt-ins with value.
- **Quick-win workflows** (90-day plan):
 - Abandoned cart/custom events
 - Welcome/rookie series
 - Post-purchase/post-event survey→ NPS trigger
 - Cross-sell by intent signals
- **Dashboards** to run the business: exec rollup, channel benchmarks, revenue attribution.

Implementation Timeline

- **Spurs:** phased rollout; cross-functional data working group; domain change curveball; shared ownership on data fields.
- **Xanterra:** hard go-live deadline; multi-vendor orchestration; “future is (too) bright” governance → avoid tool sprawl.

Top 3 Tips for Risk Mitigation

1. Single source of truth definition

Top 3 Tips for Risk Mitigation

2. Decision log & change control

Top 3 Tips for Risk Mitigation

3. Adoption plan by user group (power users/peers/executives)

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