



CASE STUDY

# Silverstone Fan Experience Transformation



Medallia Experience Orchestration is a core pillar of our fan engagement strategy, it's easy to use and fast to deploy which were critical factors in choosing a technology that will help us to meet fan expectations now, and in the future.

**Nick Read**  
Commercial Director  
Silverstone

**10% lift new fan acquisition**

**12% increase up-sell / cross-sell of Clubhouse memberships**

**7% more ticket sales**

**Cost-to-serve reduced by 15% in sales**

**Medallia**

In 1948 Silverstone transformed an unused airfield into Britain's first major racetrack in effort to bring the thrill of motor racing to the people. Protected by hay bales and ropes, 100k fans flocked to see its inaugural race. Seventy years later, the Silverstone venue diversified enormously. As the home of two races in the global Formula One season, Silverstone now offers new forms of racing, track days, driving experiences, corporate hospitality, conferences, cycling accommodations, and a Fan Experience Center. Digitization provided new ways to connect and engage fans resulting in physical attendance becoming part of a far broader experience for the Silverstone brand. Silverstone turned to Medallia Experience Orchestration (MXO) to help drive a world-class, digitally-agile engagement strategy to keep fans absorbed with the brand throughout the year using every conversation across sales, service, and marketing to forge deep relationships, and brand loyalty.

## Supercharging the ultimate fan experience

To drive business growth, Silverstone needed to attract more sports fans, keep them engaged, and uncover opportunities to cross-sell its ever-growing product mix. Beyond tickets, this included the upsell of corporate packages, promotion of merchandise, and monetization of content. Already established as 'The Home of the British Grand Prix', delivering on these goals would require new conversations to the right individuals, at opportune moments throughout the year. To meet their vision of providing the best fan experience in the industry, Silverstone partnered with Medallia to bring the thrill of the racetrack to fans - wherever they were.

The project began by creating new connections across a plethora of physical and digital channels. Within just eight weeks, Silverstone embedded MXO across sales, marketing, and service touchpoints. This captured a new level of insight into fan experience - helping visualize all fan journeys across all channels of engagement. This included, for the first time, the linking of consumer and corporate hospitality data, a subsequent visualization of which provided a powerful level of insight to arm and focus the sales teams.

### The MXO deployment was far-reaching, including key initiatives to support business objectives across the organization including:

- Attracting and developing anonymous fans through relevant, individualized conversations, and content
- Using fan intent to fuel cross-sell across the entire estate - fostering loyalty by delivering what fans genuinely seek rather than pestering them with irrelevant offers
- Conversing based on affinities from driver, manufacturer, and historic purchase types
- Increasing fan reward where it mattered most - including membership, incentives, event experiences, or service
- Integrating with a new system to ensure that the ticketing process was streamlined, journey hotspots identified, and relevant conversations continued beyond purchase
- Identifying superfans through their individual behaviors and journey patterns, initiating in-the-moment decisioning delivering more relevant content, conversations, and appropriate offers

## OVER THE LINE

In keeping with the brand, Silverstone set new performance records, including:

---

10% lift new fan acquisition

---

12% increase up-sell / cross-sell of Clubhouse memberships

---

7% more ticket sales

---

Cost-to-serve reduced by 15% in sales

**The creation of a truly connected, individualized and end-to-end fan experience has been a major win for Silverstone, bolstering both top line revenue goals, through to long-term fan engagement and advocacy metrics.**

- Reducing 'cost-to-serve' by understanding journeys, reducing friction points, prioritizing sales resources and communications resources based on intent and potential spend

While the program to digitally transform the Silverstone experience developed, the team initiated quick wins to drive conversion by connecting the web and outbound communication experiences. A simple reminder to each fan about their pending ticket sale or an upcoming event resulted in improved fan acquisition and increased ticket sales. As strategic priorities, these would constitute a critical proof point for future success. By connecting historic and real-time journey context, Silverstone now had every possible channel at their disposal to maintain individual engagement - whether a fan was visiting the website at home, on their mobile, or traversing the 720-acre venue in person.

MXO was pivotal, ensuring every fan conversation and associated experiences were hyper-personalized, enriching the overall partner and sponsor network with a deeper level of journey insight across all business units (including retail). Silverstone was now able to communicate directly to fans providing a relevant end-to-end experience for every moment supporting and exceeding partner and sponsor network business goals.

We'd love to tell you more about how Medallia Experience Orchestration is helping our other clients:

[Request a Demo →](#)

## About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://www.medallia.com)