



Gamified Loyalty Platform Fuels 68% Membership Growth & 91% Retention for Global Sports Brand

A legacy motorsports organization reinvented fan engagement with a points-based rewards program—driving digital adoption, community excitement, and sponsor ROI.

About the Brand

Founded in 1948, this global motorsports powerhouse is known for iconic races, passionate fans, and a commitment to evolving with the times. With a loyal base and a drive to innovate, it continues to lead on and off the track.

As part of its milestone celebrations, a world-renowned motorsports brand partnered with Capillary Technologies to launch a next-gen loyalty and engagement platform for its fans.

Objectives

- Attract and retain a younger, more diverse fan base
- Drive fan participation across digital and physical experiences
- Create a rewarding ecosystem that encourages daily engagement
- Deliver actionable insights and measurable ROI to sponsors
- Build a connected, gamified community of brand advocates

Key Approach

Multi-channel engagement

Points for watching, attending, interacting, and sharing

Always-on gamification

Challenges, leaderboards, and milestone badges

Exclusive fan access:

VIP experiences, meet-and-greets, and merchandise

Smart segmentation

Personalized offers powered by behavioral insights

Sponsor-aligned activations

Co-branded rewards and data-backed engagement

Capillary's gamified, cross-channel engagement strategy

Challenges

Declining engagement among younger fans

Limited digital integration

Low personalization and data capture

Stagnant community

Limited sponsor ROI

Solutions

Gamified check-ins, fantasy games, and content sharing

Unified platform across app, web, events & social

AI-powered insights + tailored fan journeys

Leaderboards, badges & exclusive

Data-rich targeting for co-branded activations

Results

2.1M fantasy lineups, 2M leaderboard check-ins

70% more time on-site by loyalty members

58% more data shared by loyalty members

187M points earned; 50M+ redeemed

Boosted engagement and partner satisfaction