



SOLUTIONS



PARTNER

MEDIA &
ENTERTAINMENTFan
Engagement

Miami Heat drives sales with personalized experiences, working with EY to integrate Adobe Experience Cloud and Microsoft Dynamics 365.

Challenges

- Drive season ticket membership to keep revenue levels high
- Engage fans with relevant mobile experiences
- Gain a 360-degree view of customers across online and offline channels
- Make data actionable to send the right message at the right time
- Create an integrated ecosystem with Microsoft centered on the customer

[Watch the Video](#)

Key Results



Supports the highest mobile sales in the NBA, bringing in \$50K per month



Enables data-driven marketing conversations with a single view of online revenue sources



Provides a strong value proposition for corporate sponsorships by providing access to audiences



Illuminates customer lifetime value by stitching together online and offline interactions



Saves time by enabling marketers to build personalized sales emails



"The integration between Adobe and Microsoft brings enormous opportunity for the Miami Heat as we work to deliver amazing experiences both on and off the court—helping us sell tickets and keep fans engaged."

Matthew Jafarian
Vice President of Digital Strategy and
Innovation, Miami Heat AmericanAirlines
Arena

