

HEXWARE

AI-Powered Fan Engagement with AWS for a Global Motorsport Brand

Powering Personalized Fan Experiences

Case study

Client

| Client

Challenge

Solution

Benefits

Summary

A Motorsport and Digital Engagement Brand

Our client is a globally recognized motorsport brand with a rich Formula1 racing legacy and operations spanning sports entertainment and engineering sectors. Backed by a passionate global fan base, the enterprise sees data-driven engagement as core to its growth strategy.



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Bridging Digital Data Silos to Build Fan Loyalty

With millions of fans across continents, the brand’s following extends far beyond live events. Fans engage across social media, merchandise stores, digital content, and immersive experiences—creating vast opportunities for personalized engagement.

Fragmented Data, Fragmented Engagement

Despite its passionate following, our client struggled to gain a unified view of its global audience. Data lived across multiple sources—social media, merchandise portals, ticketing systems, and digital interactions—making it difficult to understand fan behavior or tailor experiences.

No Centralized View of the Audience

The absence of a central system for audience analysis meant that marketing campaigns were built on assumptions rather than insights. Personalization was limited, and engagement lacked consistency across regions and platforms.

How the Challenges Affected Business

- Low conversion rates on merchandise sales.
- Declining engagement rates across key digital channels.
- A growing risk of fan fatigue and eroding loyalty.
- Threats to brand visibility in an increasingly competitive sports market.

Changing Expectations from Data

Our client wanted a solution that could:

- Analyze and segment fan data from multiple channels.
- Power hyper-personalized campaigns at scale.
- Deliver measurable results while enhancing operational efficiency.

Recognizing the growing need to engage fans on a deeper level, our client set out to reimagine its digital strategy through AI for sports analytics and innovation.

With the next racing season approaching, deployment timelines were tight. A solution needed to be cost-efficient, quickly deployable, and integrated with existing systems.



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AI-Powered Fan Personalization with AWS

To transform fan engagement, the client partnered with Softcrylic, part of Hexaware, to implement their customer targeting and engagement solution AudienceMatchAI—a next-generation marketing intelligence platform built entirely on AWS.

The vision for our solution was clear: Unify fan data, uncover hidden data patterns, and enable real-time personalization at global scale.

How AI Became the Engine of Engagement

Every click, comment, and purchase told part of a fan’s story—but the data was scattered. Our solution bridged these silos, creating a 360° fan profile by integrating data from social media, merchandise, ticketing, and live event sources.

With Amazon SageMaker, predictive models identified fan behaviors—from potential buyers to super-fans—while Amazon Bedrock generated AI-driven audience embeddings that captured fan sentiment, preferences, and intent.

Stored in high-speed vector databases, these insights powered personalized experiences in real time—delivering the right content, at the right moment, across every channel.

A Solution Designed for Fans and Marketers Alike

At the front end, a React-based web application hosted on Amazon S3 and managed via API Gateway and AWS Lambda allowed marketing teams to create, launch, and track campaigns effortlessly.

Behind the scenes, CI/CD pipelines automated deployments, while Amazon CloudWatch and AWS X-Ray ensured continuous monitoring and optimization. The multi-AZ setup—with CloudFront, Route 53, and WAF—guaranteed reliability and peak performance during race-day traffic surges.

Tuned for Scale, Speed, and Agility

- Scalable to handle millions of global fan interactions
- Fault-tolerant and resilient during high-traffic events
- Seamlessly integrated with the client’s CRM and e-commerce systems
- Continuously learning to refine engagement with each interaction

The solution became not just a marketing tool but the intelligence engine behind every fan experience—analyzing, predicting, and personalizing in real time.



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The AWS Advantage: Powering Innovation at Every Lap

Layer	AWS Service	Purpose
Data Ingestion & Storage	Amazon S3, AWS Glue, Amazon Kinesis	Collect, clean, and process fan data from social, e-commerce, and event sources at scale.
Marketing Intelligence Machine Learning & AI	Amazon SageMaker, Amazon Bedrock	Build predictive and generative AI models for audience segmentation and personalization.
Customer Database & Vector Storage	Amazon DynamoDB, Amazon OpenSearch	Store fan profiles, embeddings, and histories with millisecond query performance.
Hyper-personalization and Content Delivery	Amazon CloudFront, Amazon Route 53	Deliver fan experiences globally with low latency.
Security & Compliance	IAM, AWS WAF, AWS KMS	Ensure data protection, encryption, and role-based access control.
Platform Data Monitoring & Observability	Amazon CloudWatch, AWS X-Ray	Track system health, application metrics, and fan engagement in real time.
DevOps & Deployment	AWS CodePipeline, AWS CodeBuild	Enable continuous integration, rapid updates, and automated rollouts.

The Final Outcome: A unified, AI-powered fan engagement platform that redefined how the brand connects with millions of fans—turning fragmented data into meaningful, measurable, and memorable experiences.

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Measurable Customer Engagement, Racing Growth

With our solution in motion, fan engagement shifted from being reactive to predictive, from mass campaigns to personalized moments. For the first time, the brand could feel what its fans felt — and respond instantly. Each interaction became more meaningful, more human, and more aligned with the pulse of the global motorsport community.

40% Increase in Fan Segmentation Accuracy

An intelligent segmentation engine improved audience precision by 40%, uncovering micro-audiences defined by purchase intent, geography, and engagement behavior. The result—more relevant, timely, and a high-impact fan engagement solution.

35% Uplift in Conversion Rates

AI-personalized campaigns delivered a 35% increase in conversions. By tailoring offers and recommendations, the brand turned casual followers into loyal fans—driving higher merchandise and ticket sales.

500K+ New Fans Added Annually

Coordinated, multi-channel outreach across email, SMS, and push notifications brought in over half a million new fans each year, significantly expanding reach and strengthening brand loyalty.

30% Reduction in Media Spend

AI-driven audience prediction optimized targeting and reduced media acquisition costs by 30%, ensuring marketing budgets were focused on high-propensity fans while maintaining superior campaign performance.

36% Open Rate on Real-Time Event Engagement

Geo-personalized notifications during live race events achieved an average open rate of 36%, directly boosting on-ground participation and driving footfall to pop-up stores and event activations.

40% Reduction in Data Management Costs

Migrating from legacy systems to AWS cut annual data management costs by 40%, while enhancing data processing speed, scalability, and operational efficiency for ongoing fan initiatives.

Continuous Optimization Driving Sustained Growth

With real-time insights and automation, marketing teams gained the agility to launch, test, and refine campaigns continuously—turning every data point into actionable intelligence and measurable business impact.



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A Smarter, More Connected Future

This transformation exemplifies how data and AI platforms can reshape the sports industry—turning fan interaction into an intelligent, adaptive, and emotionally resonant experience.

By uniting data, marketing intelligence, and creativity, our client has built a smarter, scalable, and deeply personal fan ecosystem—proving that when technology aligns with passion, it drives not only performance on the track but also lasting loyalty beyond it.

Today, the AudienceMatchAI platform continues to evolve as a living, learning system, expanding its reach and capabilities:

- **Improving personalization precision** through continuous fine-tuning of AI models and real-time learning loops.
- **Extending fan engagement** into mobile apps, race-day activations, and live event experiences for richer interactions.
- **Integrating next-gen customer touchpoints**, from AR/VR experiences to digital collectibles, deepening emotional and experiential connections.

The result is a connected, data-powered fan journey—intelligent, immersive, and infinitely scalable through the cloud.

Through this journey, our client has redefined what it means to know, engage, and grow a fan base in the age of AI—setting a new standard for sports fandom in the digital era.



Accelerate Your Marketing Intelligence Journey

Turn your data into performance with AI-powered engagement. Explore how AudienceMatchAI can help you personalize customer engagement effortlessly. Reach out to marketing@hexaware.com to get started.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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