Blings

One experience.
Every fan.

How the Cleveland Cavaliers personalize loyalty at the Moment of Open



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Co-Founder & COO,
Blings

Trusted by:

2026


LET
KN
CAVS
45

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The Cavs playbook

01

Start with the problem
Not the shiny tool.

02

Scout broadly
Look outside sports for new solutions.

03

Test early
Make room for unconventional ideas.

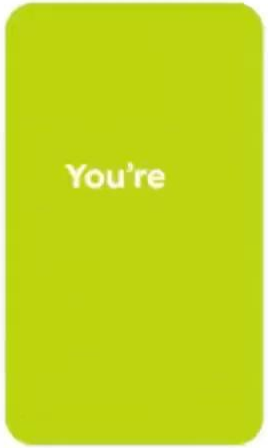
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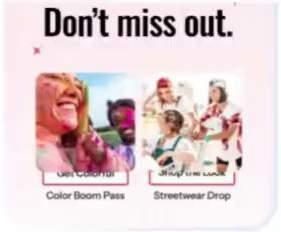
Prove, learn, scale
POV first. Scale what works.


HAPPY
BIRTHDAY
OHN




Book Your Spa Treat


You're


Don't miss out.
Color Boom Pass
Streetwear Drop



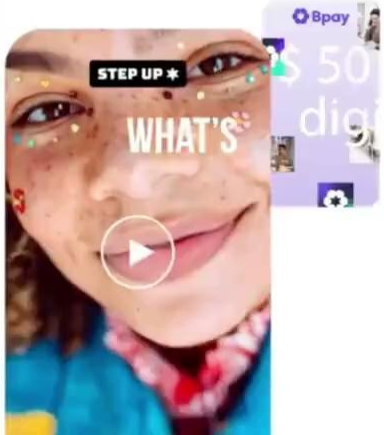

Voyageur
Good Morning




Loom
EXCLUSIVE
DISCOUNTS


Book Your Spa Treat


MONSTER
BURGUER


STEP UP
WHAT'S

Bpay


Lorem
ipsum
dolor sit.

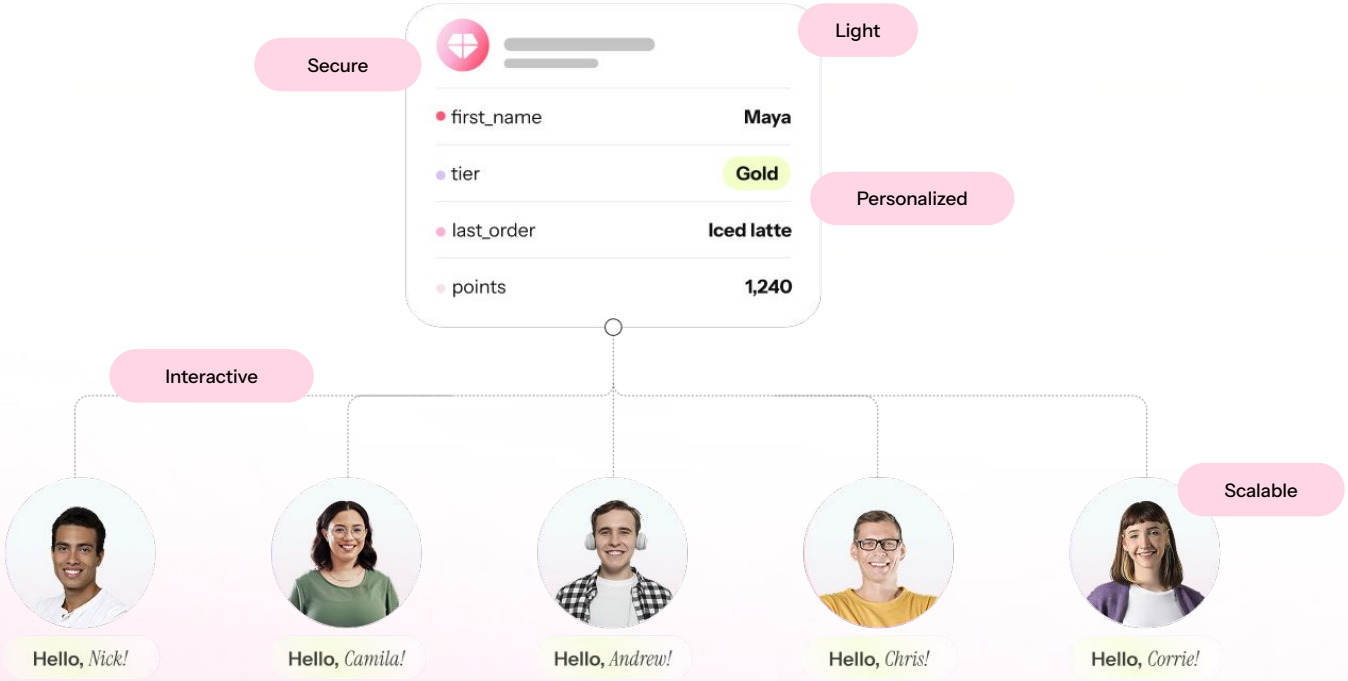

Pick your pow




Book Your Spa Treat

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Build once. *Personalize forever.*



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Our journey *highlights*

Building smarter fan touchpoints, season after season

2024

First Launch

- Playoff ticket sales
- Cross-sell
- Sponsorship

2025

Starting to scale

- Year in review
- Welcome
- Cavs trivia
- Cyber Monday
- Win-back

2026

Across multiple channels

- Which Cav are you?
- Seasonal promotion
- Schedule release
- Membership Dues
- Loyalty rollout
- Sirens Launch

2027

Across multiple business functions

- Tier Upgrade
- Birthday
- Anniversary
- Point expiry
- Loyalty explained
- Connect a card
- Postgame thank you
- Player thank you
- Reward unlock / redemption
- App downloads
- Arena QR
- Monthly recap
- WNBA
- Receipt scanning

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Year in review

Relevant personalization built on what the Cavs already knew about each fan.



DATA IN
9 data points

THE EXPERIENCE
Spotify wrapped fan-experience

Channel: Email -Cavs members

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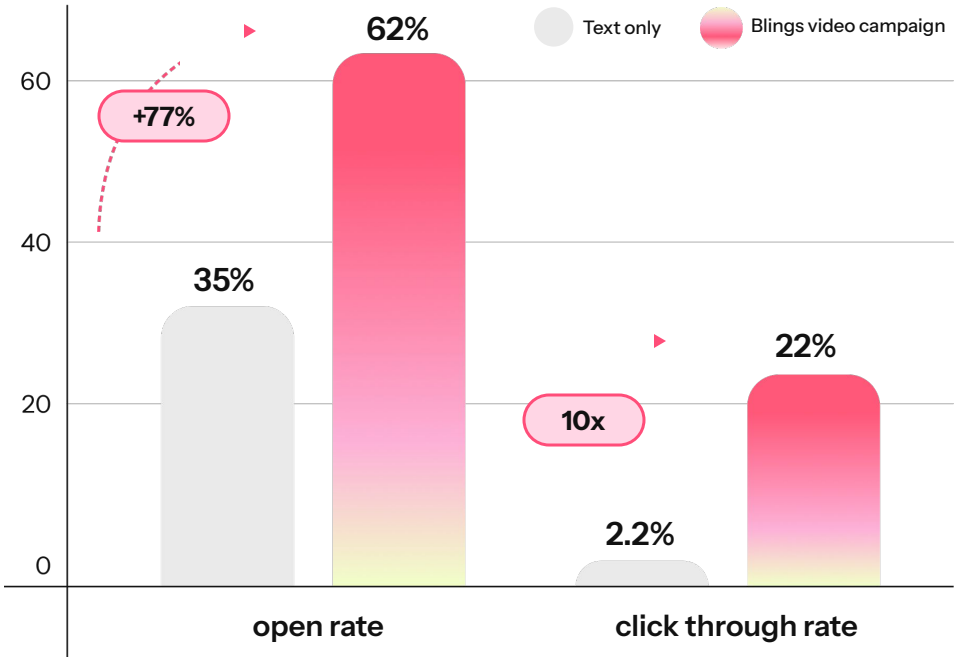
Highlights

53%

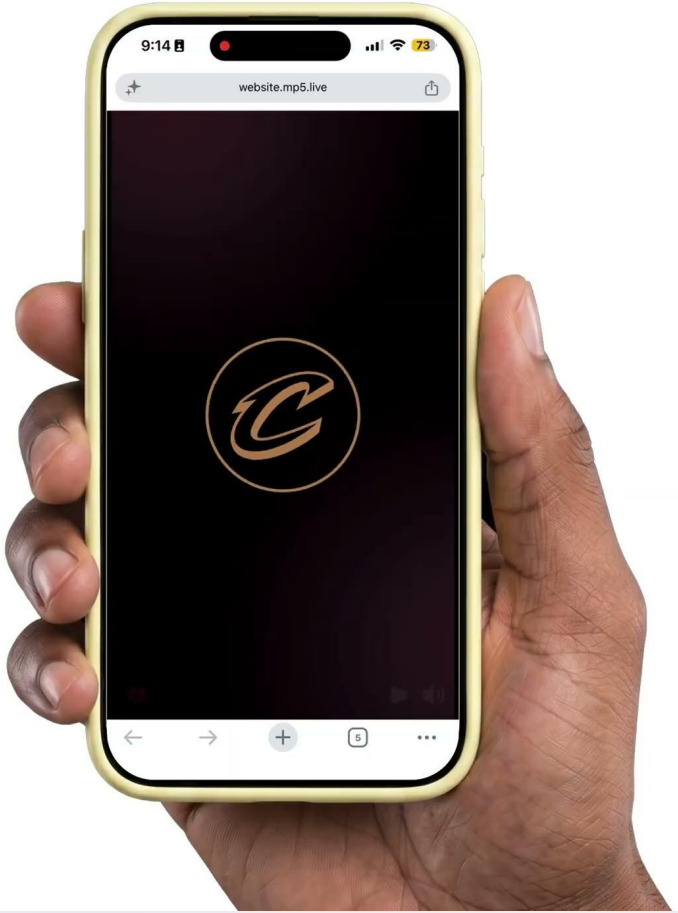
share rate

10x

click through rate



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Surveys, *served differently*.

91% Survey completion rate

3% Increase in members signing up for notifications

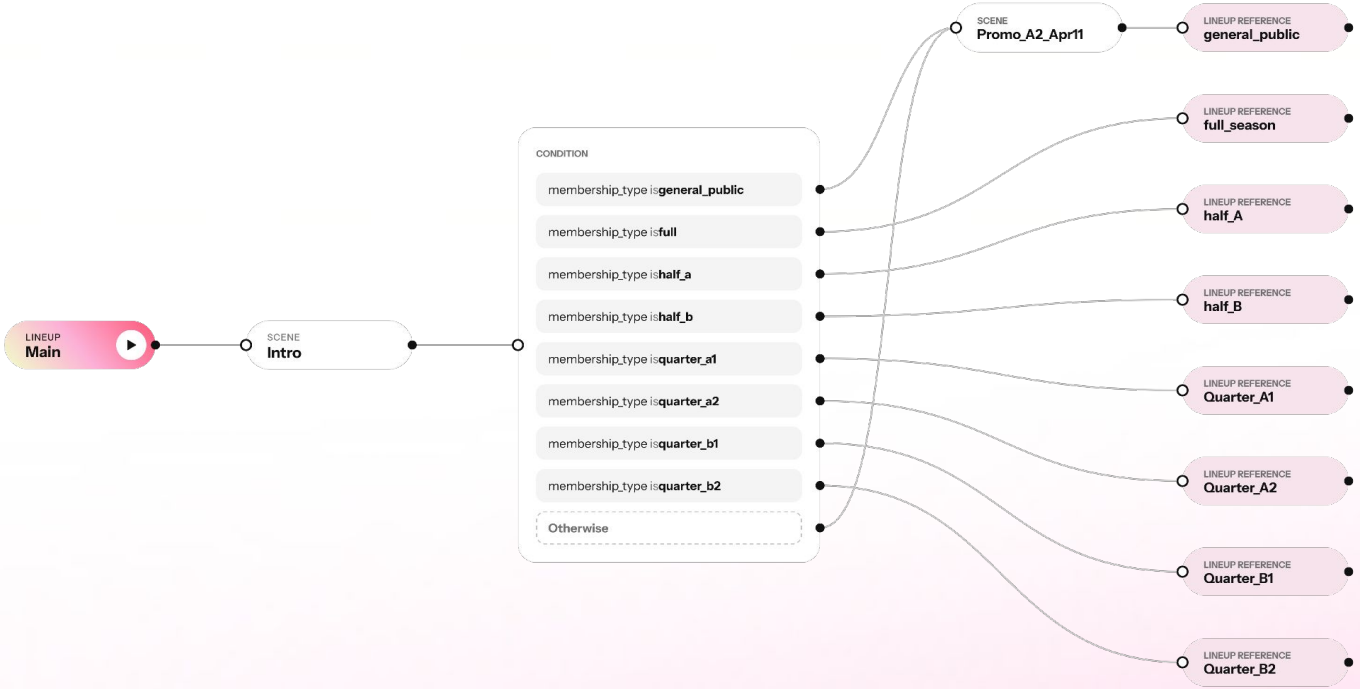
Results shaped our giveaways, ticket products, and promotional nights.

2026

Blings

Infinite journeys possible

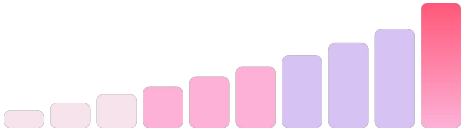
Each video unique and personalized based on fan status created with 9 segments.



2026

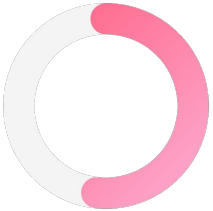
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Overview *stats*



500,000+

Videos sent



51.7%

Average open rate



3

Awards

2026

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Key takeaways

01

Moving from text & emails to engaging video experiences in the fan journey.

02

Personalization isn't enough. It needs to be relevant.

03

Innovation is incremental and takes adoption, speed, and good partners.

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Your turn:
Which Cav are you?

Scan, enter your name and email, and your personalized result lands in your inbox.

FIND OUT →

Scan to play



Trusted by:

2026