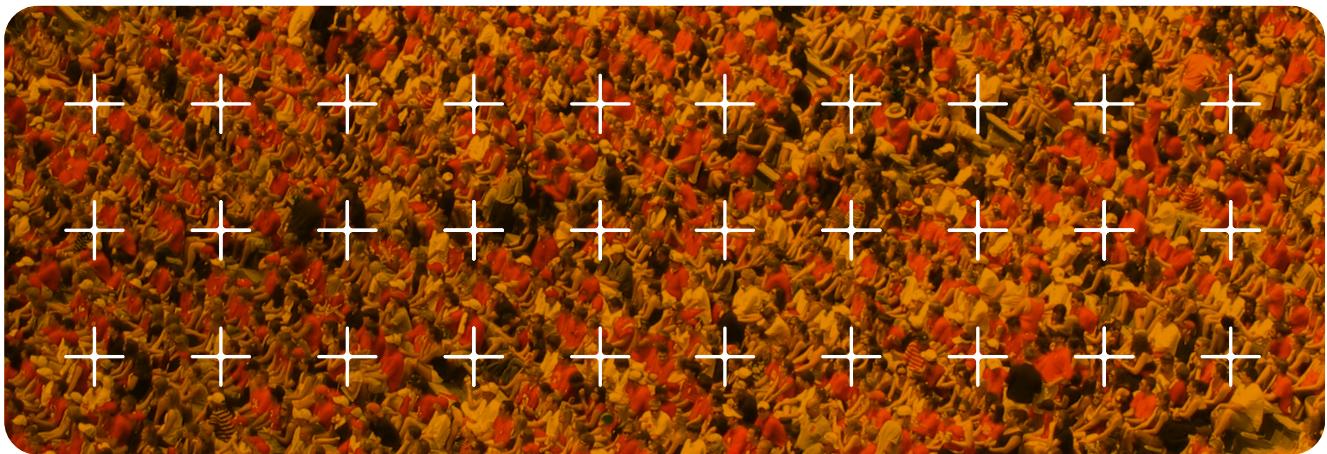Alembic
®

Case Study: University Sports Teams

Unified siloed marketing data &
boosted fan engagement

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EDUCATION

Texas A&M University Athletics partnered with Alembic to unify marketing data, improve content strategy, and expand fan engagement.

Challenge

- Massive scale: With more than 650 student-athletes competing in 20 varsity sports, Texas A&M produces and distributes thousands of pieces of marketing content each season.
- Data overload: The team struggled to manage broadcast, social media, and web traffic data across multiple channels.
- Siloed reporting: Reports were often built manually, passed between staff, and difficult to reconcile — leaving gaps in tracking effectiveness.
- Changing demographics: Different sports attracted different audiences, but the team lacked a unified way to measure how strategies resonated across these groups.

Solution

- Ingested disparate data sources across broadcast, social, and digital.
- Pinpointed trends quickly using Alembic's ECD dashboard to track spikes and insights in real time.
- Identified shifting demographics and adjust content strategy to match new audience segments.
- Reevaluated "old news" content, finding unexpected correlations and opportunities to reengage fans.

Results

- Recognized previously overlooked content themes that drove record engagement.
- Pivoted social and digital content strategy in real time to reach evolving target demographics.
- Achieved some of the most engaging content to date, increasing fan engagement across sports.
- Converted engagement into increased e-commerce revenue by aligning content with fan interests.

Key Takeaways

- Alembic enabled Texas A&M Athletics to connect siloed marketing data into one unified system of truth.
- Real-time analytics empowered the team to iterate faster and respond to shifting demographics.
- By surfacing hidden correlations in past content, Alembic helped the team boost engagement and drive new revenue.

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I love the Alembic ECD dashboard layout. We can really hone in quickly from the data displayed there to track trends, and it's a lot easier to find insights and spikes. Our target demographic is changing, and we saw that in Alembic — so we changed our content strategy.

Tyler Pigg, Assistant Athletics Director, Branding, Digital & Social Media
Texas A&M University Athletics