

Iowa turns 940,000 scattered records into 800,000 real fans.

Ticketing, donor, and fan data used to live as scattered, duplicate records. Iowa used Equipe to match every duplicate account to the fan it belonged to and merge each one into that fan's Golden Record.

Those Golden Records keep updating as new ticketing, donor, and fan data arrives, so counts, segments, and renewal lists now reflect the real number of people Iowa has a relationship with.

800,000

GOLDEN RECORDS, ONE PER
REAL FAN

140,000

DUPLICATE ACCOUNTS
FOUND AND MERGED

**Now Iowa has a
complete picture of
every fan.**

IOWA ATHLETICS

"Every fan has a relationship with Iowa Athletics that extends across tickets, donations, and experiences. Equipe helped us connect those interactions into a single, trusted Golden Record, giving us confidence that decisions we make are based on accurate, continuously updated data."



Eddie Etsey

ASSOCIATE AD, CHIEF TECHNOLOGY
OFFICER, IOWA ATHLETICS

"You've got a record with your foundation, a record in your ticket system, what someone's eating and buying at the game. How do you figure out what that golden record looks like, and interface all of that together? That's the real question."



Beth Goetz

DIRECTOR OF ATHLETICS, IOWA
ATHLETICS

THE PROBLEM

A season-ticket holder who also donated and bought merch showed up as several unrelated accounts, so Iowa could not tell how many people it actually had a relationship with. Deduplicating by hand takes too much time, and new duplicates appear the second the next batch of data syncs.

Accuracy decays fast, so every count, segment, and renewal list carries that error forward. A campaign built on that data reaches the same fan twice under two different accounts while missing other people entirely, and no one downstream can tell which numbers to trust.

Iowa turned to Equipe to link every one of those records to the fan behind it, and to keep them accurate as new data arrives.

HOW IOWA DID IT

1 Quickly brought their data sources into Equipe.

Ticketing, donor, and foundation systems feed into Equipe's identity system automatically, with no manual exports.

2 Equipe's matching rules found the duplicates.

Equipe identified 140,000 duplicate identities across all 940,000 records, with no review queue for staff to work through.

3 Equipe built one Golden Record per fan.

Each record holds a fan's complete history across ticketing, donations, and everything else they do with Iowa, including activity that was split across multiple accounts in the same system.

4 Equipe keeps the Golden Records up to date.

They update continuously as new data lands, and every new source makes them richer.

RESULTS

- **Iowa knows how many fans it actually has.** 940,000 records resolved into 800,000 Golden Records, every duplicate's history was folded into the fan it belonged to, and no one on staff had to dedupe a record by hand.
- **Iowa has a complete picture of every fan.** Tickets, donations, and concessions all sit on one record, so Iowa can see patterns across a fan's whole relationship that were invisible when those lived as separate accounts.
- **Iowa can rely on Equipe to keep everything in sync.** The Golden Records update as new data arrives, so the team is always working from complete information about a fan rather than a snapshot that decays.