



How BYU Athletics Unified Web, Mobile, and Data to Power the Next Era of Fan & Donor Engagement

Problem: Scattered Digital Presence, Missed Opportunities

Like many athletics programs, BYU Athletics was operating in a fragmented digital world — a patchwork of vendors and disconnected systems powering their website, mobile app, video content, and donor engagement. This siloed approach fragmented the fan experience, created blind spots in the data, and cost BYU valuable opportunities to connect more deeply with its community.

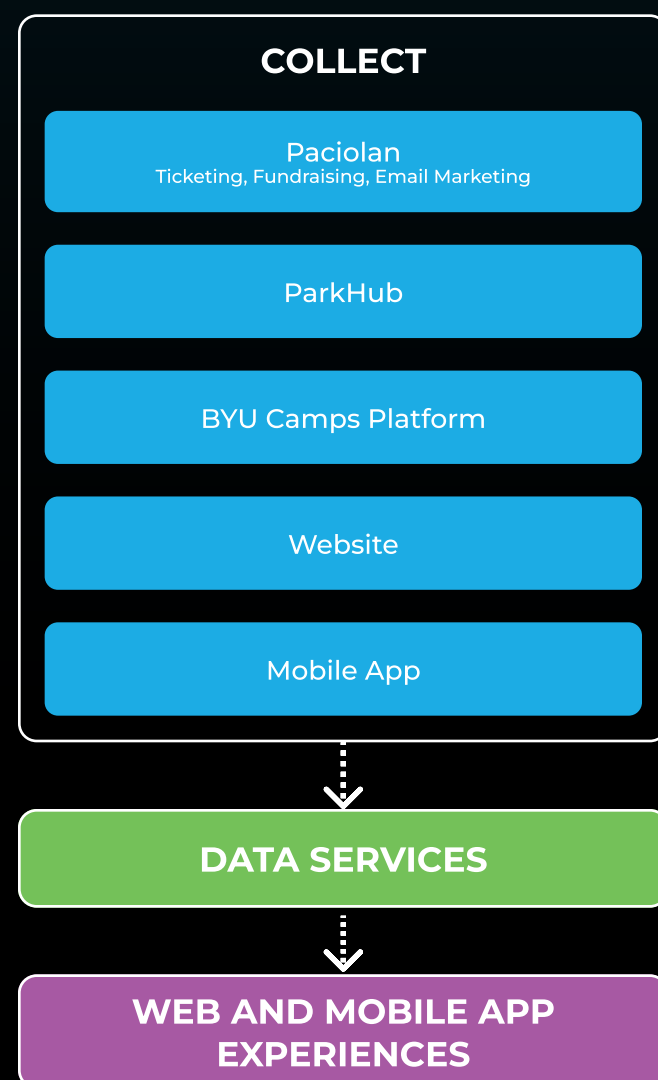
BYU wanted to eliminate these silos with a unified, premium platform where every interaction, from checking stats to ticketing to making a donation, could be delivered seamlessly, tracked intelligently, and turned into actionable insights. The vision was to deliver the content and experiences supporters want, grow their fan base, and strengthen relationships with Cougar Club members and donors.

“In this algorithmic world, we're passionate about having owned and operated platforms to provide our fans with all our content in one place that we control and monetize. WMT enables us to do just that.”

Tyson Hutchins,
Associate Athletic Director

The Solution: A Unified, AI-Powered Mobile Strategy

In partnership with WMT Digital, BYU implemented the full WMT platform across web, mobile, and data services, creating a single, premium ecosystem for fans and donors alike. Every digital touchpoint now works together, giving BYU complete control over their brand, richer audience insights, and the tools to deliver personalized, revenue-driving experiences.



A Centralized Fan Engagement Hub

At the heart of the platform is the BYU Cougars mobile app, the primary hub for all fan interactions. More than just schedules and scores, it offers a fully branded, premium experience where fans can watch highlights, follow news, manage tickets, and access exclusive content. Seamlessly connected to BYU's official athletics website, it gives BYU complete control over the fan experience and delivers a consistent journey across every touchpoint.

AI-Powered, Always-On Content

By seamlessly integrating WSC Sports' AI-powered video technology, BYU can automatically create and deliver personalized, real-time highlights. This ensures a constant stream of fresh, relevant content for fans while dramatically reducing manual production time, and it eliminates over-reliance on unpredictable social media algorithms.

Data-Driven Insights That Power Engagement

Every interaction, from web visits and app usage to ticket purchases and donations, feeds into BYU's central data platform. Robust analytics reveal patterns in fan and donor behavior, enabling targeted campaigns, personalized communication, and more effective sponsorship activations.

A Dedicated Donor Engagement Channel

With the platform's data services in place, BYU put its insights to work by launching the Cougar Club Donor Dashboard directly within the mobile app — transforming fan and donor data into personalized, high-value experiences. Members can see their giving history, rank, and benefits in real time, access a digital membership card for seamless event check-ins, and track exactly what's needed to reach the next tier of rewards.

For donors, it means transparency, recognition, and exclusive perks. For BYU, it means stronger relationships, deeper engagement, and a direct channel to inspire future giving — a true win-win powered by data.



The Impact: Impressive First-Year Results

The unified mobile app strategy delivered impressive results in its first year, clearly demonstrating the power of a dedicated, data-informed approach to fan engagement:

37% Growth in App Users

More fans connecting through mobile.

35% Growth in Engagement

More frequent and richer interactions.

41% Increase in Time Spent in App

Fans stayed longer and engaged more deeply.

These results prove the app's power as an engagement channel—and now, with the Donor Dashboard integrated and powered by WMT's data services, BYU is positioned to bring the same success to its donor community.

The Takeaway

BYU's journey shows how unifying web, mobile, and data services can do more than streamline operations; it can **fundamentally change how a program engages its community.**

By building a strong foundation and then layering in new capabilities like the Donor Dashboard, BYU has created a platform that will continue to evolve, delivering **more value to fans, donors, and the athletics department for years to come.**

