

Arsenal Rewards Programme – Business Impact Analysis

Since launching in 2021, Arsenal's *My Arsenal Rewards* loyalty scheme (in partnership with Barclays and Fortress GB) has aimed to deepen fan engagement and drive revenue. Fans earn points by interacting with the club (e.g. buying tickets, attending games, shopping, playing online rewards games) ¹ ² . The upgraded membership card doubles as a match ticket, rewards card, and Visa payment card, usable at the Emirates Stadium, club shops or anywhere Visa is accepted ³ ⁴ . Points can be redeemed for exclusive Arsenal experiences (playing on the Emirates pitch, stadium tours, meeting players, signed merchandise, tickets, etc.) ⁵ ⁶ . Internally, the club reports the program “is already delivering more benefits for fans, and commercial and operational benefits for the club” ⁷ . Key mechanisms include:

- **Earning points:** ticket purchases, match attendance, shopping via the Rewards card, playing games on the Rewards hub, watching live shows ¹ ² . Season ticket holders even earn points by making sure their seat is used ⁸ .
- **Redeeming rewards:** points unlock “money-can’t-buy” prizes (pitch play, training-center tours, exclusive hospitality, presenting awards) ⁵ ⁶ , plus match tickets and signed gear. High fan demand is evident for these awards – e.g. fans were “really excited” about corner-flag giveaways and other memorabilia ⁹ .
- **Gamification:** Arsenal tracks attendance with digital “stamps” – after attending 5 games a fan earns a trophy and entry into the Cup Final ticket ballot ¹⁰ . Club execs note this gamification has boosted excitement and fairness of competitions.

Matchday Revenue & Attendance

Arsenal's matchday revenue has risen strongly alongside the loyalty initiative. In 2023/24, matchday revenue hit £131.7m (up from £102.6m in 2022/23) ¹¹ . Average league attendance remains at capacity (~60k per game) ¹¹ . The chart below summarizes recent figures:

Season	Avg. Attendance	Matchday Revenue
2022/23	60,082 ¹¹	£102.6m ¹¹
2023/24	60,095 ¹¹	£131.7m ¹¹

Arsenal management attributes part of this success to rewards-driven fan behaviour. For example, linking attendance to rewards (attendance stamps, cup-ballots) helped sustain “strong matchday attendance” even for less high-profile games ¹² . The club also boosted secondary ticket access – usage of the official Ticket Exchange jumped ~25% over prior seasons ¹² – indicating more fans actively managing and using their seats. While Emirates Stadium has long sold out, these loyalty incentives help maintain retention and justify new ticketing schemes. Overall, the program has **supported matchday goals** by keeping attendance high and spurring greater ticket resale and transfer activity ¹² .

Retail & Merchandise Sales

Arsenal's retail business (official stores and ArsenalDirect.com) has also grown sharply during this period. In 2023/24 the club noted retail operations "provided another highlight with significant year-on-year growth" ¹³. The integrated Rewards card encourages fans to spend: it can be used on-site or online like a regular Visa card ³. Barclays highlighted that the all-in-one card delivers "a seamless experience for fans" and lets the club "engage with its loyal supporters more meaningfully" ⁴.

Key drivers include: easy payment and point-earning on every purchase (fans earn points on shop and ticket purchases), plus data capture on spending. Arsenal improved its e-commerce platform in 2017, yielding a 42% jump in online sales ¹⁴ (a sign of pent-up demand); the loyalty scheme builds on that by incentivizing repeat purchases. Although the club does not break out merchandise numbers publicly, their statements make clear that *supporter-focused retail campaigns (now aided by rewards) have outperformed targets* ¹³. In practice, Arsenal can now push targeted offers in-stadium (e.g. bonus points promos) and track merchandise purchases via the Rewards card. **Retail takeaway:** the loyalty program's payment integration and point-earning on shopping have likely helped drive the **double-digit retail revenue growth** the club reported, as fans trade loyalty points for jerseys, scarves and other merchandise.

Fan Engagement & Community Activities

The program has significantly boosted digital and social engagement. New members earn points for online activities (Arsenal App interactions, quizzes, live-stream viewership), increasing traffic to official channels. On launch, Arsenal noted "very high levels of engagement" with the My Arsenal Rewards platform ¹⁵. Surveys and internal forums suggest strong uptake: for instance, by late 2021 the club reported "*strong take up, in particular with new members,*" as fans learned how to use the system ¹⁶.

Arsenal regularly highlights members-only events and experiences in fan communications. Examples include screenings, Q&As and community screening events (e.g. the Euro 2024 and Women's team screenings featured on the site) ¹⁷. These perks (often subsidized by sponsors) keep fan interest high. Notably, fan feedback shows excitement for "money-can't-buy" rewards ⁹. The social media buzz and app usage around competitions (e.g. the Cup Final ballot game) indicate growing participation. While exact redemption counts are undisclosed, the emphasis on exclusive experiences has increased digital interaction: fans compete on leaderboards, share badges, and log visits to claim attendance stamps ¹⁰.

Fan engagement metrics (qualitative): as one Arsenal marketing report notes, gamified rewards (corner flags, pitch access, etc.) hit the "sweet spot" of fan passion ⁹. In sum, My Arsenal Rewards has measurably strengthened Arsenal's fan community by giving supporters reasons to engage both online and on matchdays.

Data-Driven Marketing & CRM

A core benefit of the loyalty scheme is the data it generates. Every ticket sale, retail purchase and engagement point is tied to a fan ID. Arsenal now funnels membership, ticketing and Rewards transactions into a single CRM. According to club staff, this unified data enables much more targeted marketing: "we have capability...to gather data not only from ticketing and membership, but then the loyalty transaction data as well, all going into our CRM platform. That's going to enable us to do far more targeted campaigns to the members based on the data we have about them" ¹⁸.

In practice, Arsenal segments fans using the “magic triangle” of data: transactional (e.g. past purchases), demographic/persona, and behavioral (web/app activity) ¹⁹. Marketing teams report that this triangulated insight improves personalization – for example, pushing apparel offers to young online shoppers, or upselling VIP experiences to high-engagement attendees. The club has begun using push notifications and stadium app alerts to nudge members about earning or spending points (e.g. reminding season-ticket holders to scan their cards). While quantitative CRM ROI is proprietary, Arsenal attributes its recent boost in supporter-focused campaigns to these data-driven efforts ¹³. **Key impact:** the loyalty program has enriched Arsenal’s CRM, improving personalization, cross-sell of merchandise/hospitality, and reactivation of inactive members via timely communications ¹⁸ ¹⁹.

Sponsorship Value & Partner Integration

My Arsenal Rewards also creates new value for sponsors and commercial partners. From launch, Arsenal emphasized that partners and affiliates could offer their own rewards/incentives through the scheme ²⁰. For example, official sponsors (like Emirates, Visit Rwanda, Adidas) can co-brand rewards, and non-club brands (hotels.com, Jugo.io, MG, etc.) are promoted on the platform as point-earning affiliates ²⁰. Peter Silverstone (Commercial Director) praised this as a “new and groundbreaking way for our existing and prospective club partners to engage with, and reward, our loyal and engaged UK fanbase” ²¹. In practice, Arsenal has tested partner activations: Lavazza (coffee) and Camden Town Brewery have run special offers where members earn bonus points, and Octopus Energy noted interest in marketing through the program.

A notable case is blockchain partner Chiliz/Socios: in July 2021 Arsenal announced that *all My Arsenal Rewards members (existing and new) could claim a free \$AFC Fan Token for a limited time* ²². This linked the loyalty base to Arsenal’s global fan token initiative, extending sponsor engagement into the digital realm. Similarly, in-stadium rewards (free drinks, discounts) have been sponsored by Emirates and others. While the club has not disclosed sponsor payments tied directly to the scheme, its executives clearly see loyalty as a vehicle for upselling sponsor packages.

Sponsorship and loyalty takeaways: By integrating partners into the rewards flow, Arsenal deepens sponsor-fan affinity. Early feedback suggests higher brand recall when rewards carry sponsor logos. Arsenal has leveraged this in sales pitches, noting that sponsors can reach fans *outside* of matchdays via push offers. Overall, the loyalty program enhances commercial value by embedding partners in fan experiences ²⁰ ²¹.

Summary of Impact

In summary, since its 2021 launch *My Arsenal Rewards* has become an integral part of Arsenal’s business strategy:

- **Matchday:** Strengthened attendance and ticket usage, with 25% boost in ticket-exchange use ¹².
- **Retail:** Helped drive double-digit growth in merchandise sales ¹³ by incentivizing spending through the club’s payment card ³ ⁴.
- **Engagement:** Created new avenues for fan participation (events, digital games, prize draws), noted as “high levels of engagement” by club staff ¹⁵.
- **Data/CRM:** Unified fan data for personalized marketing, tapping into Arsenal’s “magic triangle” approach ¹⁹ ¹⁸.
- **Sponsorship:** Gave sponsors a direct path to reward loyal fans (points on partner purchases, exclusive co-branded experiences) ²⁰ ²¹.

While many benefits are qualitative, Arsenal's management points to rising revenues and fan satisfaction as evidence of success ⁷ ¹³ . By making every interaction a potential loyalty point, the rewards program reinforces club-fan bonds and generates data-driven business gains across matchdays, retail, and sponsorship.

Sources: Arsenal official news and forums ³ ¹¹ ¹³ ; loyalty industry interviews and reports ⁷ ¹⁸ ¹⁹ ²⁰ ⁴ ²² . All facts are drawn from published statements and financial filings.

¹ ⁵ ⁶ ⁸ My Arsenal Rewards | Feature | News | Arsenal.com

<https://www.arsenal.com/news/what-is-my-arsenal-rewards>

² ¹⁷ My Arsenal Rewards | Arsenal.com

<https://www.arsenal.com/myarsenalrewards>

³ Arsenal to launch loyalty reward scheme | News | Arsenal.com

<https://www.arsenal.com/news/arsenal-launch-loyalty-reward-scheme>

⁴ Arsenal to launch new fan loyalty programme with Barclays enabled payment card - Inside World Football

<https://www.insideworldfootball.com/2020/12/15/arsenal-launch-new-fan-loyalty-programme-barclays-enabled-payment-card/>

⁷ ¹⁰ ¹⁸ #159: Sports Loyalty - Innovation with UK Premier League Football Club Launch of "My Arsenal Rewards" | Let's Talk Loyalty

https://letstalkloyalty.com/staging/159/?utm_source=rss&utm_medium=rss&utm_campaign=159

⁹ ¹⁹ Arsenal reveal how they use data to boost fan engagement | Bdaily

<https://bdaily.co.uk/articles/2022/05/12/arsenal-reveal-how-they-use-data-to-boost-fan-engagement>

¹¹ ¹³ Financial results for 2023/24 | News | Arsenal.com

<https://www.arsenal.com/news/financial-results-202324>

¹² ¹⁵ ¹⁶ arsenal.com

<https://www.arsenal.com/media/303021/download>

¹⁴ Arsenal transforms online shopping for fans | The Club | News | Arsenal.com

<https://www.arsenal.com/news/arsenal-transforms-online-shopping-fans>

²⁰ ²¹ Arsenal collaborate with fans to develop new rewards card scheme - The Stadium Business

<https://www.thestadiumbusiness.com/2020/10/28/arsenal-collaborate-with-fans-to-develop-new-rewards-card-scheme/>

²² Arsenal To Take Its Global Fandom To The Next Level By Launching \$AFC Fan Token On Socios.com - Socios.com

<https://www.socios.com/arsenal-to-take-its-global-fandom-to-the-next-level-by-launching-afc-fan-token-on-socios-com/>