



StellarAlgo, ECHL Announce Milestone League-Wide Partnership

ECHL league office and all 28 teams to drive ticket sales and grow fanbases using StellarAlgo's industry-leading CDP

CALGARY (May 17, 2022) – [StellarAlgo](#), the leading customer cloud platform for the sports and live audience industry, announced today a milestone partnership with the [ECHL](#), professional developmental hockey league to the [NHL](#) and [AHL](#). This first-of-its-kind partnership will provide all 28 ECHL teams with secure, efficient and reliable access to their customer data, enabling them to better understand and engage with their fans, and provide league executives with a comprehensive, in-depth view of each team's performance.

"Fans are evolving more rapidly than ever before, desiring a higher degree of personalization and authentic engagement with their favorite teams. Ryan, and his ECHL leadership team, recognize both the challenge and opportunity this presents and have an exciting shared vision on positioning the ECHL to build lifelong, valuable relationships with their fans and business partners," said [Vincent Ircandia](#), founder and CEO at StellarAlgo. "Making it easy for our partners to understand and connect with the world's most passionate audiences is paramount for us; we specifically launched our Emerging Leagues business unit in January to offer an unparalleled ability to meet the unique needs of our emerging league partners like the ECHL."

The partnership will enable all levels of the ECHL to gain deeper insight into their fan universe, providing sales and marketing departments with the tools they need to enhance their customer segmentation, increase retention and sell more single-game tickets and packages. StellarAlgo's Customer Data Platform (CDP) will also enable individual teams to provide league executives with a comprehensive view of their fanbase - across their individual markets as well as league-wide - so they can identify and monitor trends, measure year-over-year revenue and more.

"The ECHL's partnership with StellarAlgo is centralized around learning more about our attendees and harnessing this information to grow our fanbase and learn how to better serve our customers," said [Ryan Crelin](#), ECHL Commissioner. "By utilizing this powerful platform across all 28 of our member teams starting in the 2022-23 season, we will now be able to quickly identify trends across all our markets and ultimately enhance our business with the added value the StellarAlgo team brings with their extensive knowledge throughout the industry."

StellarAlgo already has proven success driving revenue for ECHL organizations – both the Florida Everblades and Toledo Walleye utilize the platform.

"Our organization has fully embraced using data-driven practices to engage with our fanbase, and StellarAlgo's CDP has given us the tools and insights we need to better understand our customers and grow those relationships," said [Neil Neukam](#), Executive Vice President and General Manager at the Toledo Walleye. "I'm thrilled the rest of the league will now have access to the platform so they too can engage more effectively and efficiently with our amazing ECHL fans."

“We access our CDP multiple times daily and, over the course of the 2021-22 season, we built more than 80 distinct fan segments,” said [Brian Perkins](#), Director of Ticket Strategy and Analytics at the Toledo Walleye. “StellarAlgo’s platform enables us to target and retarget key segments in an efficient and timely manner, helping us to increase engagement rates, retain more single-ticket buyers, and gain measurable, actionable insights into how to best connect with our fans.”

StellarAlgo launched its Customer Data Platform back in 2017 and now provides actionable, machine learning-driven insights into fan engagement data to over 110 sports and live audience properties and partners throughout North America. The widespread adoption of the technology led to StellarAlgo raising a \$16.5 million Series A funding round last November, led by Toronto-based Carallas Holdings and others, including Newbound VC and Bleacher Report founder Dave Finocchio. Recognizing the significant growth and opportunity of teams and leagues outside the NHL, NFL, NBA, MLB and MLS, StellarAlgo launched the Emerging Leagues business unit (ELBU) in January, which is dedicated to supporting the unique needs and cultures of these businesses. StellarAlgo is partnered with more than 50 emerging teams and leagues across North America. For more information, please visit stellaralgo.com.

About StellarAlgo:

Founded in 2016, StellarAlgo is the leading customer cloud platform for the sports and entertainment industry, serving live audience organizations in North America and Europe, including enthusiast brands, sports teams, sponsors, and live events properties. With the most modern [Data Warehouse](#) offering on the market underpinning its flagship [Customer Data Platform](#) (CDP), industry professionals use StellarAlgo’s customer cloud platform to connect and engage with fans on a personalized level never before seen in the industry.

Backed by proprietary [machine learning technology](#) trained on over 40-billion interaction data points across more than 100-million unique records, StellarAlgo’s customer cloud platform enables industry professionals to predict and understand how fans engage with their favorite properties while implementing a fan-centric approach that maximizes the lifetime value of their fan universe – it’s the reason more than 85 major and minor league sports franchises, entertainment, and live audience organizations put the StellarAlgo platform at the core of their operations. StellarAlgo is headquartered in Calgary, Canada, with offices in Toronto and Philadelphia. For more information, please visit stellaralgo.com.

About the ECHL:

Began in 1988-89 with five teams in four states, the ECHL has grown into a coast-to-coast league with 27 teams in 20 states and two Canadian provinces for its 34th season in 2021-22. There have been [727 players](#) who have gone on to play in the National Hockey League after starting their careers in the ECHL, including [29 who have made their NHL debuts in the 2021-22 season](#). The ECHL has [affiliations](#) with 27 of the 32 NHL teams in 2021-22, marking the 25th consecutive season that the league has affiliations with at least 20 teams in the NHL. Further information on the ECHL is available on its website at ECHL.com as well as on [Twitter](#) and [Facebook](#).