DataCurve Brings Fan Identity and Intelligence to Databricks Marketplace

AURA™ gives sports, media, and entertainment organizations a persistent identity layer for understanding and monetizing fan relationships

SAN FRANCISCO, CA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- DataCurve today announced that AURA™, its fan identity and intelligence platform, is now available on Databricks Marketplace. AURA gives sports, media, and entertainment organizations a new way to connect their fragmented fan data and build persistent intelligence around their audience.

> AURA turns fragmented fan data into intelligence that compounds with each engagement, giving organizations on Databricks a way to measure, grow, and monetize fan relationships.”
>
> *Aman Johar, DataCurve CEO*

Sports organizations reach millions of fans, but much of the resulting data and relationships are fragmented across ticketing, streaming, merchandise, social platforms, and intermediaries. The result is a commercial blind spot that limits their ability to understand fans, retain them, grow revenue per fan, and demonstrate their value to sponsors.

AURA builds persistent intelligence around each fan, creating an evolving understanding of who they are, what they care about, how they behave, and how their relationship with the organization changes over time. In a recent streaming deployment around the soccer World Cup, AURA helped convert 33.8% of anonymous visitors into identified fan relationships.

“Sports creates incredibly valuable moments, but much of the resulting fan relationship sits across platforms and intermediaries,” said Aman Johar, Co-Founder and CEO of DataCurve. “AURA gives organizations a way to turn those fragmented interactions into intelligence assets that compound with each new fan engagement. For any organization already running on Databricks, AURA is a natural extension for turning their data into fan relationships that they can measure, grow, and monetize.”

The Databricks-native integration lets organizations connect data in their environment to AURA and build a persistent fan intelligence layer. This intelligence can be enriched with permitted data from partners and sponsors, creating a more complete understanding of each fan without replacing existing data infrastructure. The outcome is better engagement, retention, commerce,

and sponsorship, while operating within existing data governance and permission frameworks.

DataCurve sees identity becoming increasingly important as AI changes how organizations understand and engage their audiences. AI can generate content and automate campaigns, but its ability to make useful decisions depends on knowing who the fan is, the context around that fan, and how that relationship has developed over time.

AURA is available now on Databricks Marketplace: AURA™ Fan Identity Platform by DataCurve.

About DataCurve
DataCurve provides fan identity and intelligence infrastructure for sports, media, and entertainment. Its AURA platform connects fragmented audience signals into persistent fan identities, helping organizations understand their fans and use that intelligence across engagement, commerce, retention, and sponsorship.

For more information, visit datacurve.io.

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