

How the Seattle Storm Are Redefining the WNBA Fan Experience with WMT Digital



The Challenge: Modernizing Fan Connection in a New Era of Women's Sports

As women's sports continue to surge in popularity, the Seattle Storm recognized an opportunity — and a responsibility — to meet fans where they are: on their phones.

Before partnering with WMT Digital, the Storm's digital ecosystem was split across multiple platforms, creating friction for fans who wanted to stay connected to their team. Mobile engagement wasn't just about convenience — it was the key to deepening community, unlocking new sponsorship value, and amplifying the voice of one of the WNBA's most iconic franchises.

The challenge was clear: create a unified, best-in-class digital experience that reflects the Storm's championship brand and passionate fanbase.

The Solution: A Premium, Unified Mobile Experience Powered by WMT Digital

The Seattle Storm partnered with WMT Digital to launch a new official mobile app, purpose-built to enhance every fan touchpoint — from live game updates to exclusive video content.

// “We’re constantly evaluating ways to enhance the fan experience, and thanks to the guidance and expertise of WMT Digital, we’ve been able to launch a new app that does just that. Now, it’s easier than ever for fans to access their tickets, find out important game day information and participate in new in-arena activities.”



Will Gulley
Storm Chief Marketing Officer

With WMT's proprietary platform, the Storm can now:

- **Centralize the fan experience** — bringing news, scores, ticketing, and video into one streamlined, team-branded mobile hub
- **Control and monetize owned content** — creating a direct channel that eliminates algorithmic dependency on social media.
- **Deliver real-time, AI-powered updates and highlights**, giving fans instant access to the moments that matter most.
- **Integrate sponsors natively** into the mobile experience, opening new inventory and engagement opportunities.

A Central Hub for the Storm Community

The new Seattle Storm App represents more than a redesign — it's a reimagining of the fan relationship.

Fans can:

- View live scores and stats in real time
- Watch highlight videos and exclusive behind-the-scenes content
- Access game schedules and player updates
- Manage ticketing and in-arena experiences seamlessly

All within a single mobile environment that reflects the Storm's brand identity and the WNBA's forward momentum.

Data-Driven, Fan-First Insights

Every interaction in the app contributes to a more complete picture of Storm fandom. WMT allows the team to:

- Track engagement across digital touchpoints
- Understand fan behavior and content preferences
- Build personalized campaigns and offers
- Strengthen sponsor ROI with measurable activation metrics



87% Engagement Rate

Seattle Storm fans spend more than 15 minutes per session in the new mobile app actively engaging, exploring and spending meaningful time.

The Takeaway

The Seattle Storm's partnership with WMT Digital underscores how technology can elevate storytelling, engagement, and empowerment in women's sports.

As the WNBA continues to rise, the Storm are leading the charge — not just on the court, but in the digital arena — with an owned, premium platform that puts fans first and showcases the power of women's sports innovation.