



easypromos

THE TOOL TO BOOST ENGAGEMENT WITH YOUR SUPPORTERS



CONTEXT

Clubs want to go beyond match day and create their own communities to connect with and build loyalty among their fans.

Social media alone is not enough: they need tools to **interact, segment, and reward their followers**, while generating more value and visibility for their sponsors



THE SOLUTION

Easypromos offers **more than 50 interactive dynamics** for clubs to engage with their community.

Easypromos can be used as a **standalone solution** or **fully integrated** into the **club's members area**.



WHAT CAN EASYPROMOS BRING TO YOUR CLUB?



**More followers
and members for
the club**



**Exclusive
benefits for the
members of the
community**



**Constant
engagement**



**Collect data of
the match
attendees**



**Interactions
during live
broadcasts**



**Bring more
value to your
sponsor**



**Increase in the
club's app
downloads**



**Increase sales at
the club's stores and
restaurants**



**Boost social
networks**

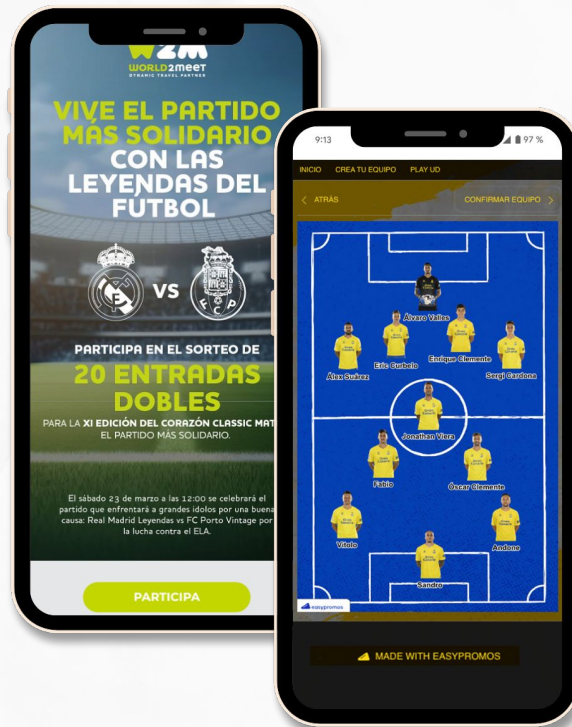




MORE FOLLOWERS AND MEMBERS

Create engaging dynamics such as games, quizzes, pools, and offer prizes that encourage users to participate. The condition to participate is that they register in your system.

Use Easypromos' SSO (Single Sign-On) to integrate the games into your members' area.



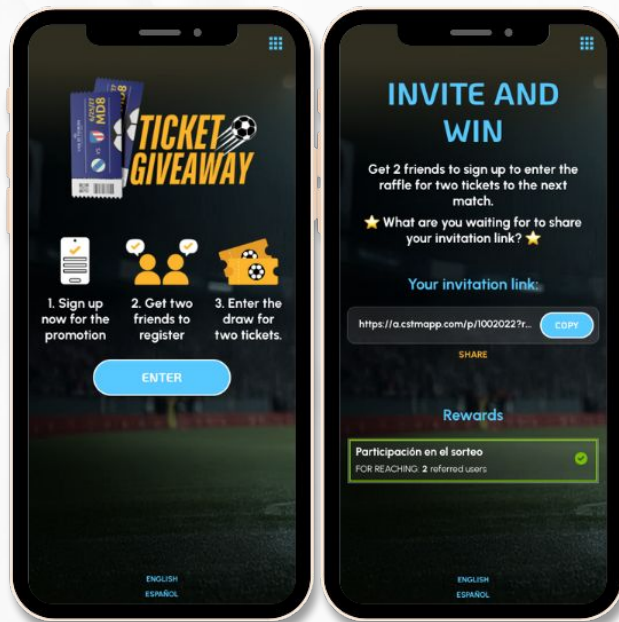


EXCLUSIVITY FOR THE MEMBERS OF YOUR COMMUNITY

Make the members of your sports community feel even more special.

Segment your users and offer different dynamics based on the type of user.

For example, a VIP member-type user will receive more entries in the giveaway or may receive better prizes than a registered user who is not a member of the club.

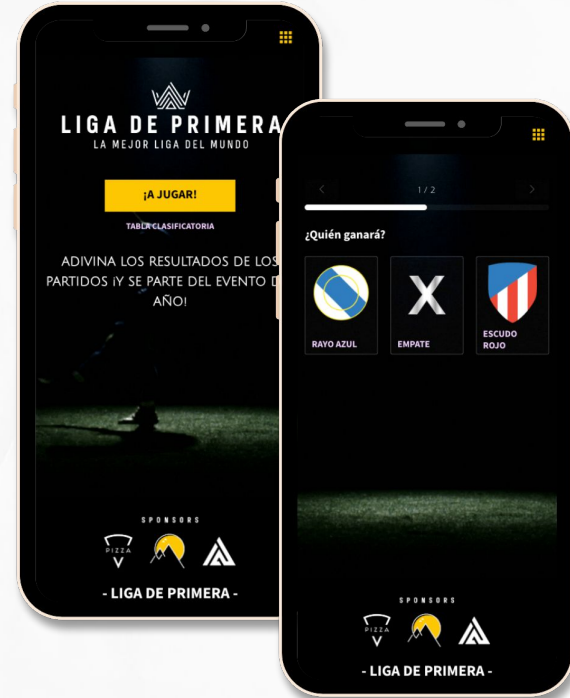




CONSTANT ENGAGEMENT

Design **long-lasting dynamics** to maintain an ongoing relationship with your community.

For example, create a multi-round pool that **covers the entire league** or create weekly games to predict the starting lineup or MVP of each match.



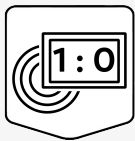


COLLECT DATA OF THE ATTENDEES AT THE LIVE EVENTS

Create a dynamic where only attendees at the stadium can participate.

With Easypromos, you will manage data collection, the game, and prize delivery.





INTERACTION DURING LIVE BROADCASTS

During live broadcasts of the matches, dynamics can be created for viewers to participate

For example: Choose the MVP of the match or predict the final score of the game.

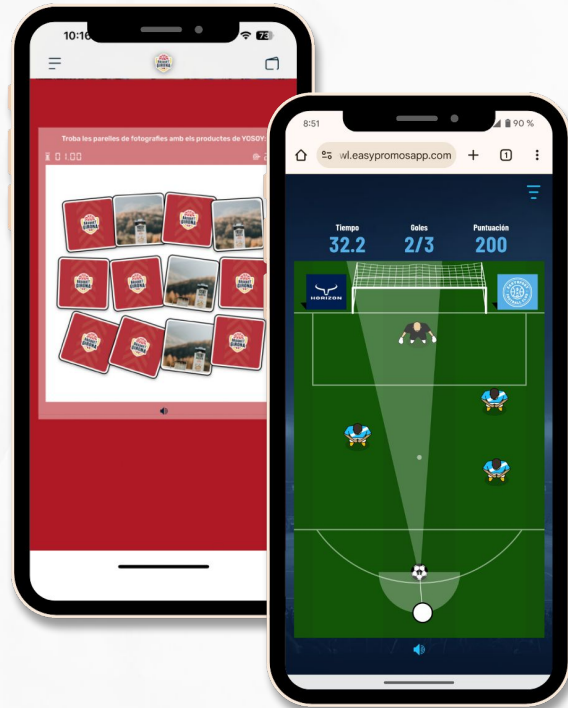
Data from all participants is collected.





BRING MORE VALUE TO YOUR SPONSORS

Create custom games with your sponsors' brands and expand the advertising impact you offer them.
For example: 'Guess which team will be the starting lineup for the next match, a game sponsored by X.'

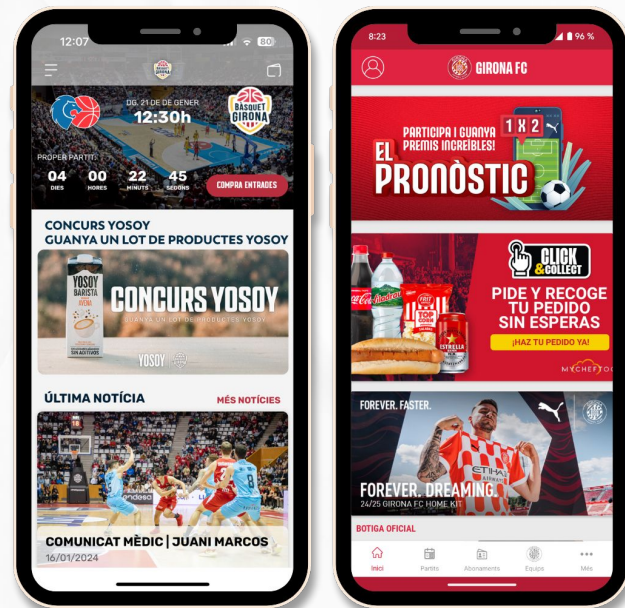




INCREASE DOWNLOADS OF YOUR CLUB'S APP

Offer dynamics that are only accessible through the club's app.

It's an additional tool to encourage users to download the club's app.

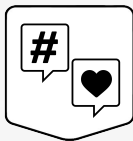




INCREASE SALES IN THE CLUB'S STORES.

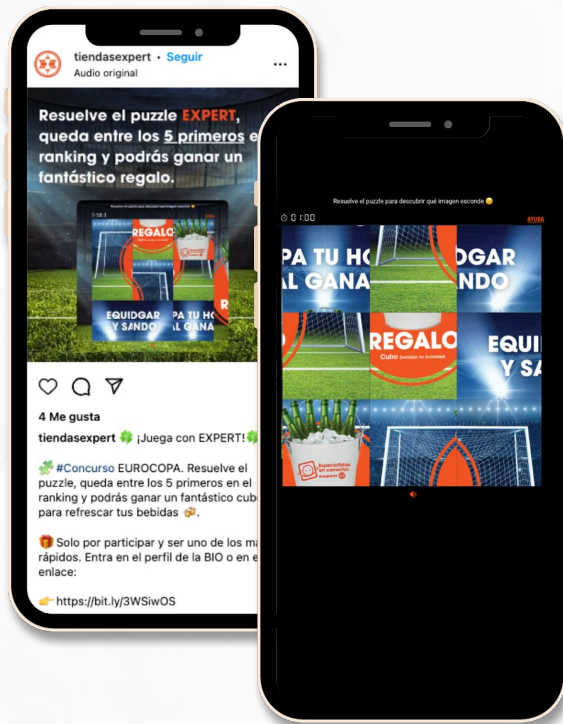
Increase visits to the club's stores and restaurants by distributing prizes and discounts that users must redeem physically at the establishments.





BOOST YOUR SOCIAL MEDIA

With Easypromos, you can manage giveaways on the main social networks with the assurance that you comply with each platform's regulations. For example, a giveaway on Instagram Stories to achieve maximum visibility, especially on match days.



TECHNOLOGY & SECURITY



Easypromos is a certified company:
ISO-27001 and ISO-27018.



Infrastructure capable of supporting massive promotions with **hundreds of thousands or millions of participants.**



Easypromos can integrate with any app and user system, such as **Sportian, SAP, Salesforce.**





Annex

AVAILABLE DYNAMICS

PREDICTIONS



Build your team



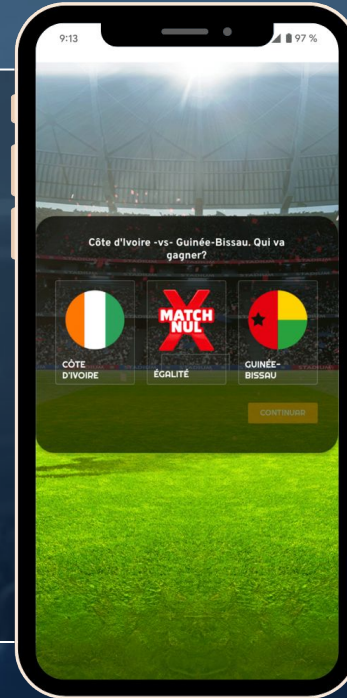
Predictions



Multi-round
predictions



Tournament
bracket



CLASSIC GAMES



Puzzle



Memory



Match It



Word
Search



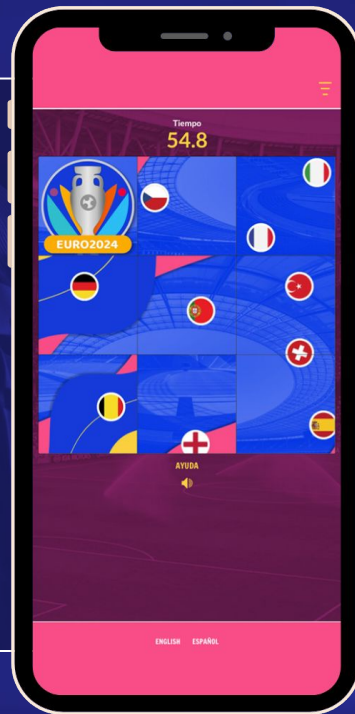
Hidden
objects



Minesweeper



Crossword



SKILLS GAMES



Free
Kick



Tap Tap



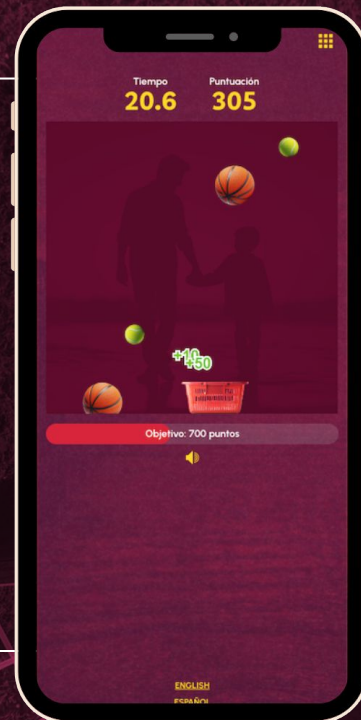
Falling
objects



Slide
and match



The
tower



QUESTIONS & ANSWERS



Quiz with
Timer



Knowledge
Quiz



Pick your
Favorite



Face Off



Like or not



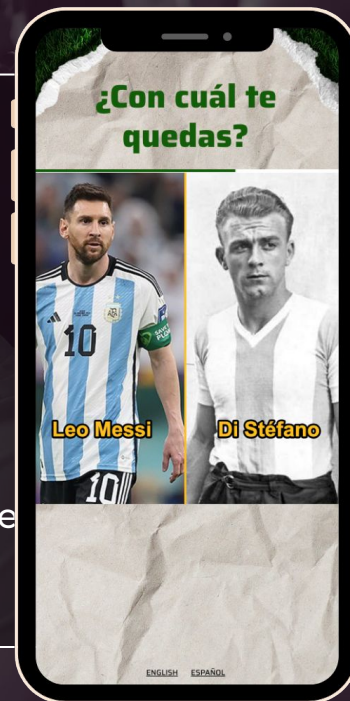
Survey



Personality
Quiz



Word Shuffle



DIRECT PRIZES



Spin the
Wheel



Scratch
and Win



Reveal
and Win



...AND MORE!



Instagram
giveaways



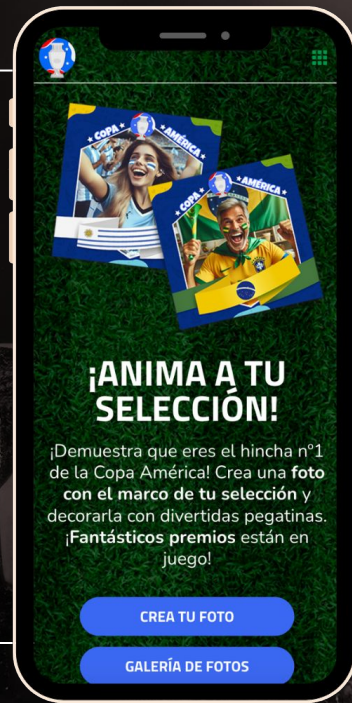
Voting
contest



Photofun



Scenes





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