FOOTBALL CLUB
- Use case -

The client

A professional football club, playing in their country's first division, Champions League winners.

Objectives

The club needed a way to interact with its followers to maintain interest and support and to reward them. They also wanted the ability to segment the users into registered users, members, and paying fans.

The challenge

Manage big amounts of data, high concurrency, and massive prize draws, as the club manages hundreds of millions of users.

The solution with Easypromos

Most appropriate dynamics

- **Entry Form Giveaways** for the members, communicated through newsletter, WhatsApp and social media.

- **Surveys or Knowledge Quizzes.** For example about the history of the club or of a player who is retiring. Or how a play ends with a video of a player shooting at the goal.

- **Predictions or betting pools** to guess the result of the matches during the season.

- **Skill games.** For example the 'Free Kick' game where the users have to score a number of goals within the time frame.

Advanced features used

- **Integration with the clubs sign-in system (SSO).** The users identify themselves with the brand's login and registration system to participate in the promotions. If they are not registered users already, they are redirected to the club's registration page.

- Organization of the participants in **segments** to offer content and prizes based on this classification.

- Allocation of prizes through random prize draws.

In addition...

The club uses the campaigns to give **visibility to sponsors and collaborating brands**, and to promote other sports in the club.

The **prizes** are usually club kits, other merchandise, and match tickets.

The results

Easypromos has become an **essential tool** for the club, and they organize many promotions each month. That way, they keep their followers and fans active with entertaining content and rewards. The campaigns receive up to hundreds of thousands of participants, and the platform **automatically scales its capacity** as needed at every given moment.

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