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smart data. smart decisions.

DFB: A Foundation for Scalable Analytics

Migration to Amplitude lays the foundation for scalable, AI-powered analytics

Project at a Glance

The DFB, which organizes soccer in Germany and serves as a digital hub for millions of people involved in amateur soccer, is consolidating its analytics on Amplitude. Together with b.telligent, it developed a streamlined tracking foundation that gives product and marketing teams quick access to metrics, including insights into the use of apps, websites, and digital services.

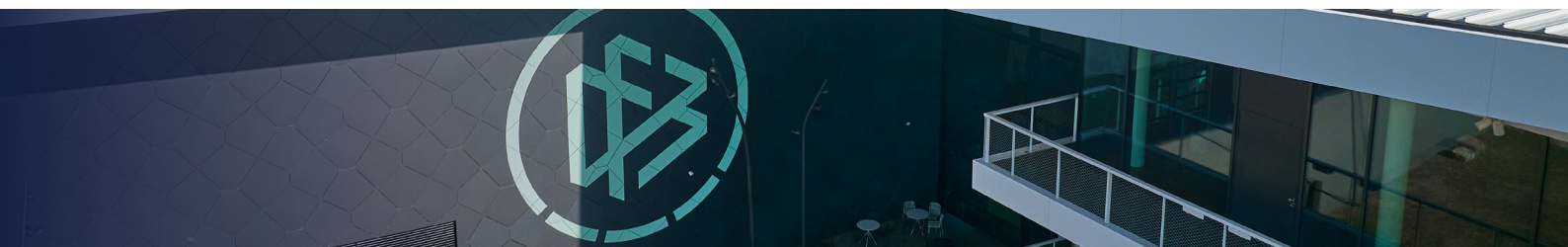
- Frankfurt am Main, Sports
- Large Enterprise
- 1–2 Months
- Amplitude

Highlights

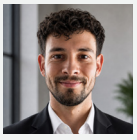
- **Tool-agnostic selection:** b.telligent compared analytics providers and their investments in AI; Amplitude was selected as the shared target platform.
- **New event model:** More than 2,000 legacy events were reorganized into a clear event-and-property structure, with implementation and data flows validated.
- **More than 90% faster:** A specific dashboard now takes about five minutes to create instead of 60 and can be shared directly with product teams.

Challenge

The DFB previously used Matomo, Adobe Analytics, and Google Analytics to monitor the use of its digital services. Inconsistent metrics made it difficult to make well-informed product and marketing decisions. At the same time, the legacy tracking setup had grown to include more than 2,000 individual events with no consistent structure. Dashboards took more than an hour to build, and only specialists could make changes. An expiring license left just two months to consolidate the tools.



> **With b.telligent, we had a partner who didn't simply hand us a finished solution but involved us from the very beginning. Our product owners and developers helped build the model themselves, and whenever a question came up, support was immediate, often with code examples. That's why we have such a strong grasp of our data today.**



Henrik Nagel
Portal Manager at DFB

Solution

Rather than replicating the old system, b.telligent and the DFB developed a clearly structured event model.

Related user actions were grouped together, with details captured as properties.

Product owners and developers helped build the structure and received direct support whenever questions arose, including code examples.

Weekly meetings, implementation support, and QA kept the migration on track.

A central tracking plan provides a reusable standard for additional websites and apps.

Success

The migration was completed after two months: More than ten apps and websites, representing most of the DFB's digital portfolio, are connected to Amplitude. Business teams access their metrics directly in personal and shared spaces instead of building complex custom reports themselves. For one specific dashboard workflow, the time required fell from around an hour to about five minutes. Analyses can now be created with just a few prompts and easily shared with the people responsible for the products. A tracking plan enables consistent integration of additional digital services. The DFB now has a scalable analytics foundation that can support AI-powered analysis, A/B testing, Guides, Surveys, and usage data in the future.



Looking for support with your data challenge?

Contact us for a no-obligation consultation.

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Curious to Learn More?

You can find the full success story online here:

Click for the details

b.telligent is a technology-independent consultancy focused on data and AI. Around 400 employees across nine locations in Germany, Austria, Romania, and Switzerland support more than 900 clients in optimizing data-driven processes, using AI effectively, and achieving sustainable business success.