Sportian

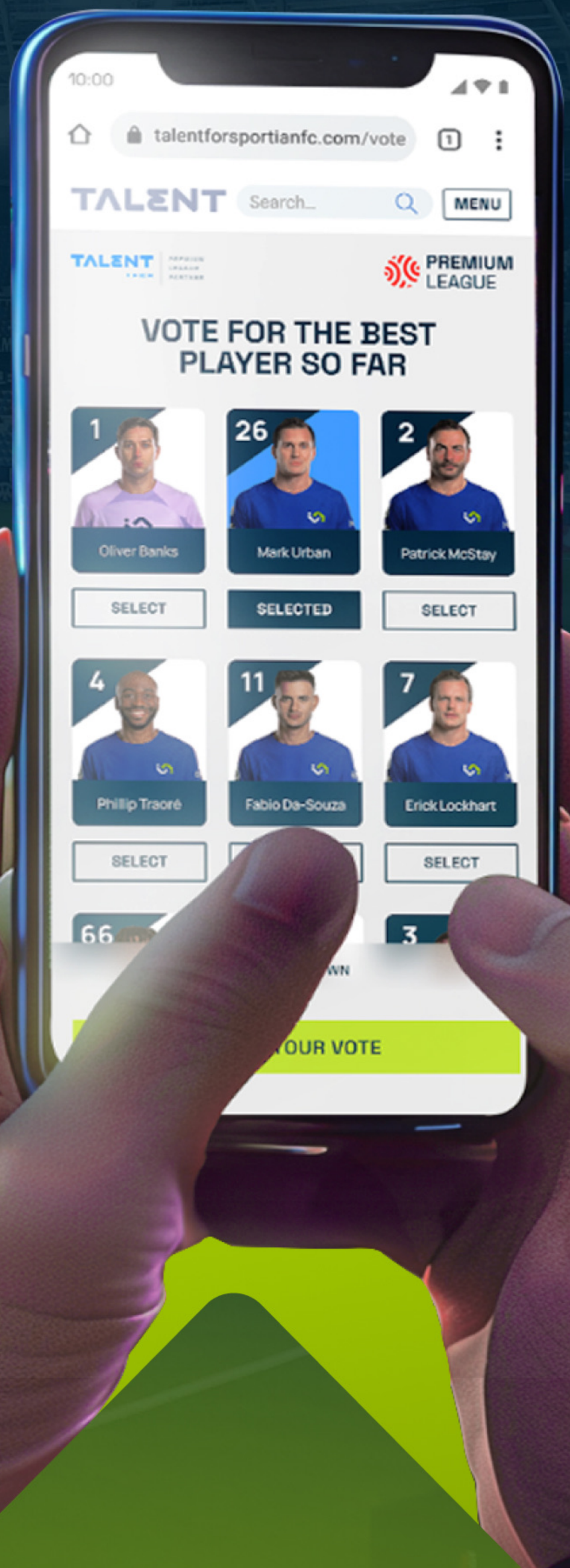
SUCCESS CASE

FAN VOTING SYSTEM:

Transforming Sports Events

About the project

An organizer of major sports events was looking to boost digital engagement for its global fanbase and increase the value it provided to its sponsors. With Sportian's Fan Voting System, it received a new fan community where content, data and commercial partners came together, creating new business opportunities and setting new expectations for its audience.



Constructing a new hub

Sportian's fan engagement consultants helped to design a wide range of fan voting campaigns, including favourite clips, quizzes and standout moments, to be launched during the course of the event.

A total of 11 different sponsor campaigns were also created to promote exclusive offers and deliver new brand visibility.

In a matter of days, Sportian had created a robust web platform that could automatically scale to manage the highest levels of user traffic, offering up to 20x faster speeds than competing solutions.

All content was delivered from the same hub, creating an ongoing source of digital entertainment for fans and increasing their interest in the live action

Sportian's Fan Activation team prepared content in 7 different languages and created a distribution plan to maximize online engagement

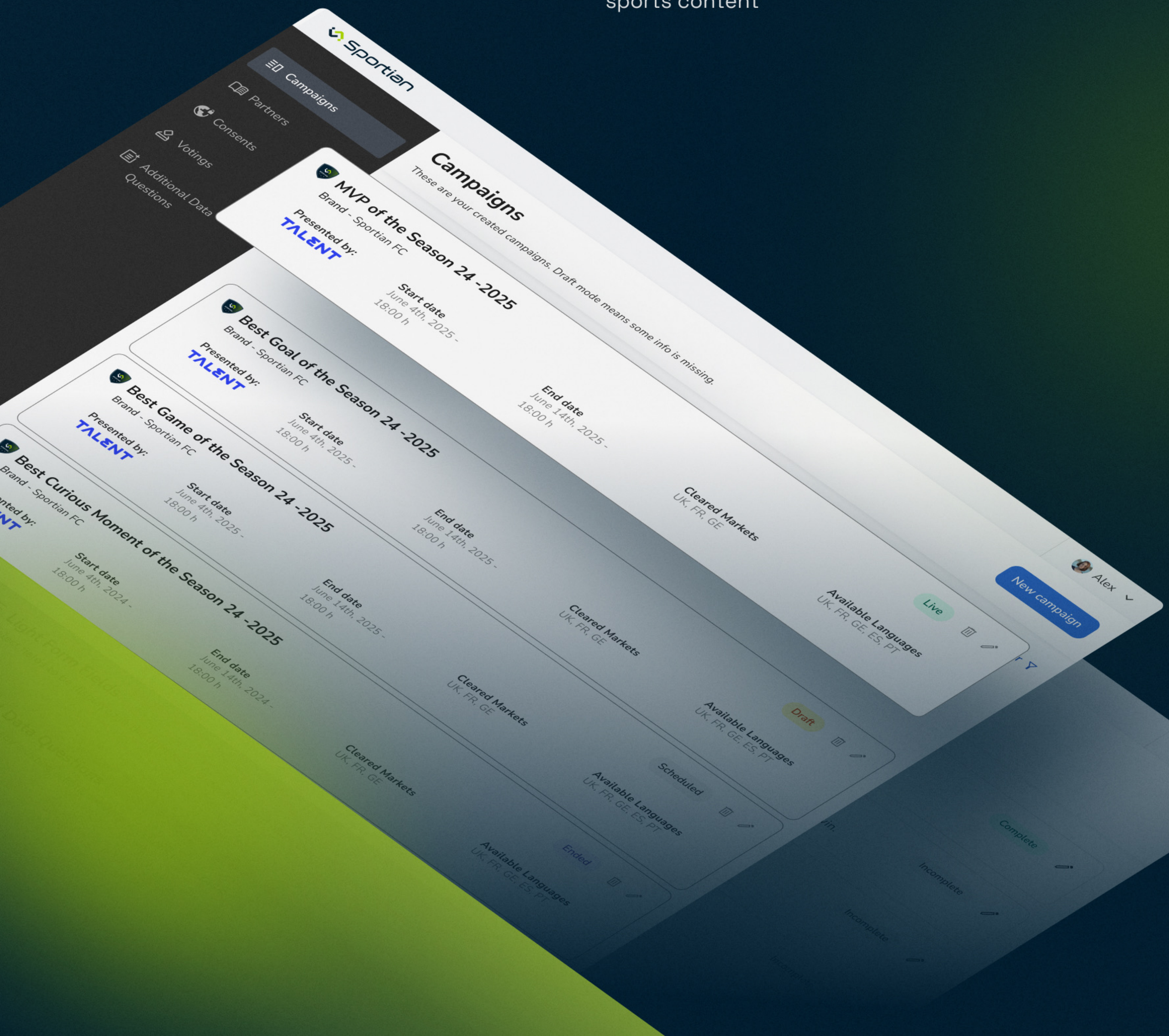
SPORTIAN - FAN VOTING SYSTEM

Data-driven insights

By allowing fans to sign up to vote through quick registration or social media logins, Fan Voting System quickly built a rich set of First-Party fan data that was used to segment and personalize campaigns in real time.

As fans shared their votes during the event, Sportian advised on new emerging trends in order to tailor upcoming campaigns.

Through enticing content and offers, fans were encouraged to share their data with the client's sponsors, forging a new monetization stream from sports content



Results

+400K

FAN VOTES
COLLECTED DURING
LIMITED-TIME EVENT

Mark Urban
10M

70%

OF FANS AGREED TO
SHARE DATA WITH
SPONSORS

OVER 10K

CONCURRENT VOTES
DURING PEAK TIMES

Sportian