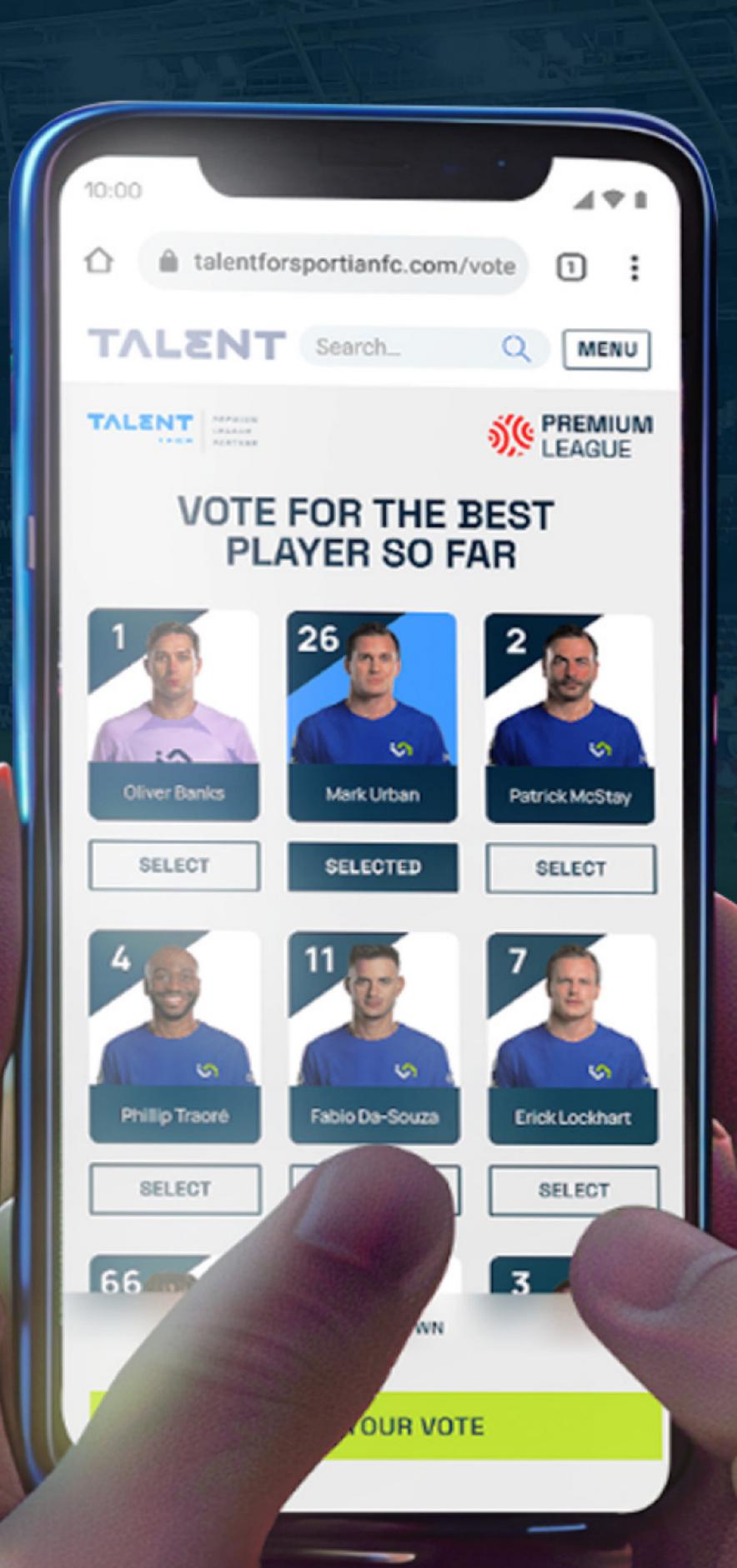


## About the project

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.



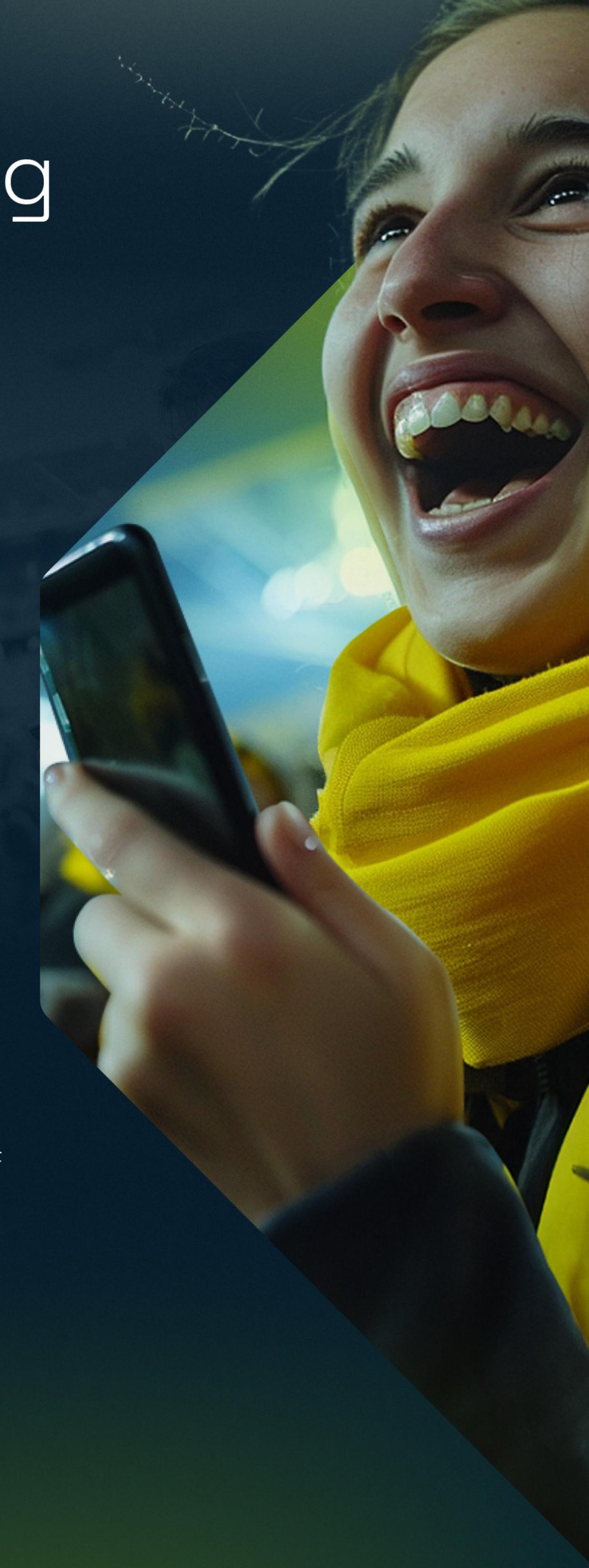
In a matter of days, Sportian had created a robust web platform that could automatically scale to manage the highest levels of user traffic, offering up to 20x faster speeds than competing solutions.



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



## 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.

HIH Cannoaigns

Rol Partners

Brand Sportian &C

Presented by:

Best Game of the Season 24 . 2025

End date

18:00 /1

June Lath 2034

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E\* Consents

15 Lottings

Citix Additional Data

Brand Sportian &C

B Rest Curious Moment of the Season NA ROSS

Presented by.

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Best Goal of the Season 24 'YOU'S

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18.00 h

June LAHN, 2025.

Cleared Markets

June 4th. 2025.

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Campaigns

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Start date

June Ath. 2025.

End date

June Lath. 2025.

Cleared Markets

18:00 h

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End date

18:00 h

June 1 4th. 2025.

Cleared Markets

Ut. TR. CH

Cleared Markers

Available languages

Oran

CX. TR. CK

Scheduled

Available Languages

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

Available languages

Lize

CK. FR. CH. ES. P.J.

Net Alet

New Campaign

## Results

+400K

FAN VOTES COLLECTED DURING LIMITED-TIME EVENT

70%

OF FANS AGREED TO SHARE DATA WITH SPONSORS

OVER 10K

CONCURRENT VOTES
DURING PEAK TIMES



in Sportian