

SUCCESS CASE

Real Valladolid: Ready for a Digital Future

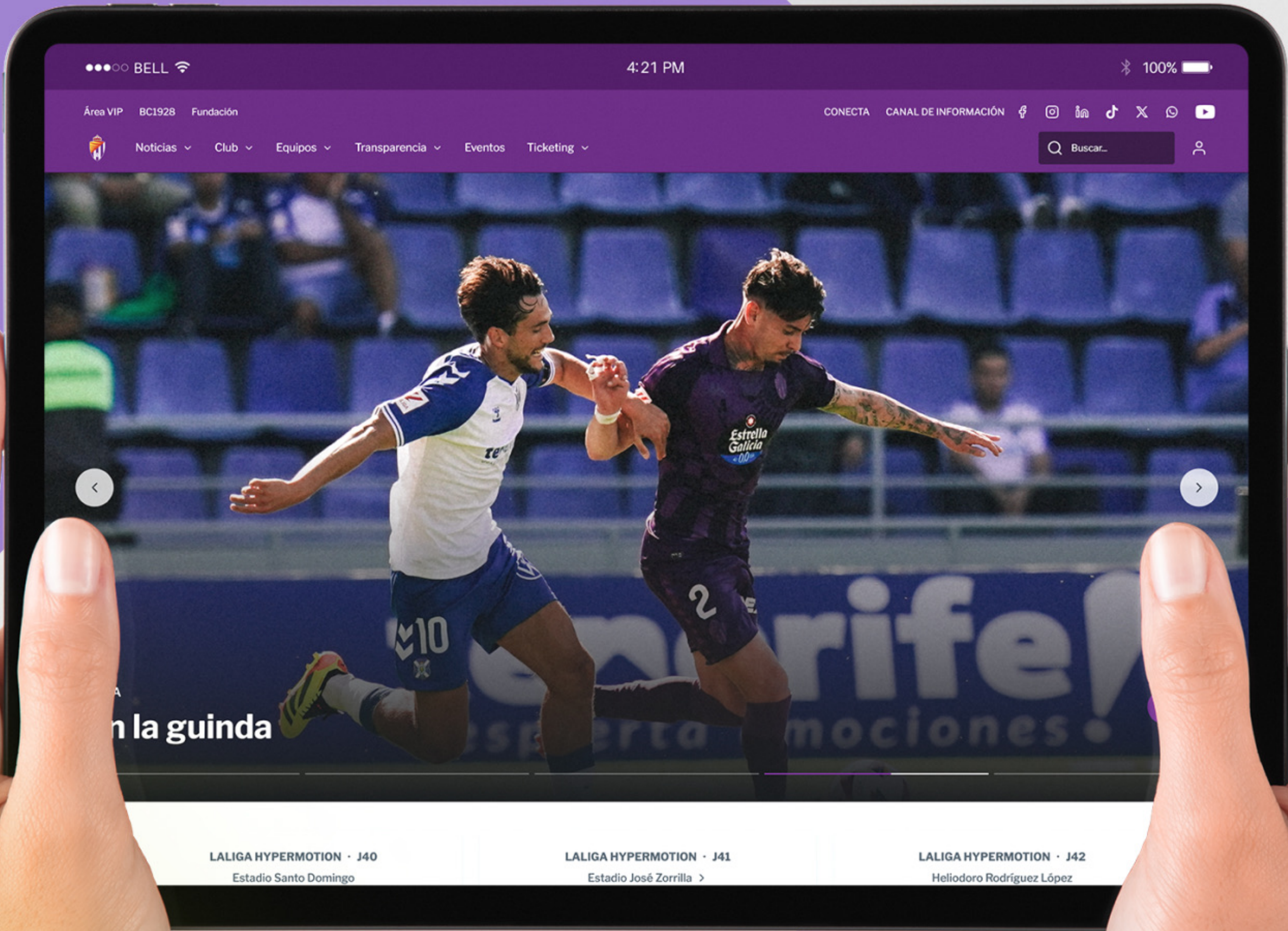


About Real Valladolid

Real Valladolid is the largest club in the Castile and León region of Spain and one of the country’s most successful teams by number of points won, currently majority owned by Brazilian legend Ronaldo Nazario.



REAL VALLADOLID
CLUB DE FÚTBOL



Digital Transformation Vision



The club is currently accelerating its digital transformation in order to expand its global reach and engage a new generation of fans, assisted by Sportian and LALIGA.



With a diverse and growing fanbase, the club prioritizes the digitization of its fan-facing services in order to create a more engaging and inclusive experience.



The club opts for a data-driven strategy to automate, segment, personalize and monetize its communications along different fan journeys, with a key focus on increasing fan registrations and consents, delivering commercial offers and driving up conversion



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Key Initiatives

Fan experience:

Transitioned to 100% online season-ticket renewals, online voting systems and surveys, giving all fans a say in key club processes.

Innovation:

Betting on online chatbots to drive tailored customer conversations and generate a personal relationship through new, segmented offers.

Smart Stadium:

Offering NFC stadium access to all fans using any digital device, and trialing in-stadium initiatives such as app-based food orders.

Data insights:

Monitoring essential matchday information including stadium attendance, tickets sold, merchandise sales and food & beverage, enabling swifter and more informed decision-making.

Fan journey:

Enabled Single Sign On technology for its app, web and ticketing platforms giving the fan a consistent experience across all digital environments.

Personalization:

The club sends hundreds of omnichannel communications and ticket offers, including exclusive information for fans on away trips, multi-language content for overseas fans or exclusive information for VIP guests, including details of hospitality, menus, post-match content and prize draws



Results

OVER
150,000

DIGITAL
COMMUNICATIONS
DELIVERED TO FANS
PER MONTH

22%
OF MATCH GOING

FANS ADOPTING
NFC STADIUM
ENTRY

+100%
INCREASE

IN ONLINE FANBASE
FROM 12,000 TO
25,000

OVER
42%

OPEN RATES AND
MORE THAN 5%
CLICK-THROUGH
RATE



“It’s exciting to work with Sportian to design new ways to implement technologies that will strengthen our fan relationship and help the club to monetize”

JORGE FERMÍN RAMOS, CTO



