

SUCCESS CASE

# How Sportian Uses Data Driven Marketing To Elevate and Grow LALIGA & Clubs Fandom



# About LALIGA:

LALIGA is among the most recognized elite sports competitions in the world, broadcast all around the globe and followed by **more than 200 million people on 16 platforms** in 20 different languages.

Two professional competitions containing 42 clubs underpin LALIGA as a leading brand in sports & entertainment, one which delivers the passion and excitement of Spanish football to an ever-increasing global fanbase through platforms like the **LALIGA+ OTT** streaming service, LALIGA **mobile applications**, LALIGA **Fantasy and gaming** platforms, as well as always-on fan engagement and **loyalty programmes**.

LALIGA maximizes the use of their data and martech ecosystem with Sportian, leading to more satisfied and engaged fans that deliver on LALIGA business objectives

**+70%**

**GROWTH IN OTT TRANSACTIONS**

+160% growth in revenues

**+220%**

**GROWTH IN OTT SUBSCRIBER LIFETIME VALUE**

80% increase in renewals from marketing automation

**100%**

**INCREASE IN FANTASY GAMING INSTALLATIONS**

**+50%**

**ENGAGEMENT WITH WEB AND OFFICIAL APP COMMUNICATIONS**





# New trends in content consumption require reinvention of Fan connections

The proliferation of technology and the omnipresence of content has created a new paradigm for sports to connect with its fans and audiences. The era of **the 'attention economy'** makes for challenging conditions to retain long term engagement. Sport has an additional particular challenge when competing with entertainment companies in that their customers do not have the same needs as how sport must engage fans.

Traditional business content offerings like TV broadcasting could satisfy fan desires and sport business objectives in the past, but **modern fans want deeper and more personalized connections** from the sports they love. Competing in the entertainment economy requires sports of all sizes to **diversify revenue streams**.

It is vital therefore to obtain and retain **a deep understanding of fan needs** in order to fan the flames of their passion. With the evolution of digital consumption habits ( 65% of people now watch sporting content from mobile devices and 40% of fans consume non-live content related to a live sports event), there is a **tremendous opportunity to increase a fan base in terms of size, geography, engagement, and loyalty**.

Activating that audience then depends on **aligning fan data with martech ecosystems**. With the emergence of the 'cookieless internet', optimal management of **zero and first party data** will be mandatory to provide deeper analytics to help understand how to best deliver engagement for fans.

# Sportian Fan activation

## A partner to assist in overcoming business challenges.

LALIGA was seeing their business challenges in real time, and knew that collaborating with an expert in digital fan engagement would allow them to accelerate their ability to respond.

They found a reference partner in Sportian's Fan Activation team. Fundamentally **the goal of Fan Activation** is to deliver the passion fans feel for the competition and its clubs to the digital realm.

For LALIGA, it combined a multifunctional group of experts specialized in **data-driven marketing** with experts in several disciplines as diverse as **paid media, marketing automation and CRO**. to support initiatives including:



Attracting, qualifying and retaining an audience



Taking advantage of the full potential of martech ecosystems to improve fan experiences



Generate direct income



# Delivering Digital Fan engagement

## Aligning engagement & business goals through data - informed decisions

LALIGA and Sportian began by building a plentiful knowledge database of LALIGA fans, providing LALIGA the ability to understand evolving dynamics of fan habits and needs and adjust accordingly.

### Primary engagement goals included:

- ◆ Extending engagement beyond touch points like match days
- ◆ Building loyalty through an omnichannel and hyper-personalized experience

Sportian leveraged their expertise as well as Zero and First Party data to guide LALIGA in marketing actions, designing advanced segmentations to deliver personalized campaigns that achieved core business goals like:

- ◆ Increasing OTT subscriptions
- ◆ Driving subscription renewals and reactivations
- ◆ Increasing Fantasy gaming app downloads

This **data-informed decision making** process became a **competitive advantage** for LALIGA in achieving both their engagement and business ambitions.



# Building advanced segmentations, lifecycle management and personalization approaches

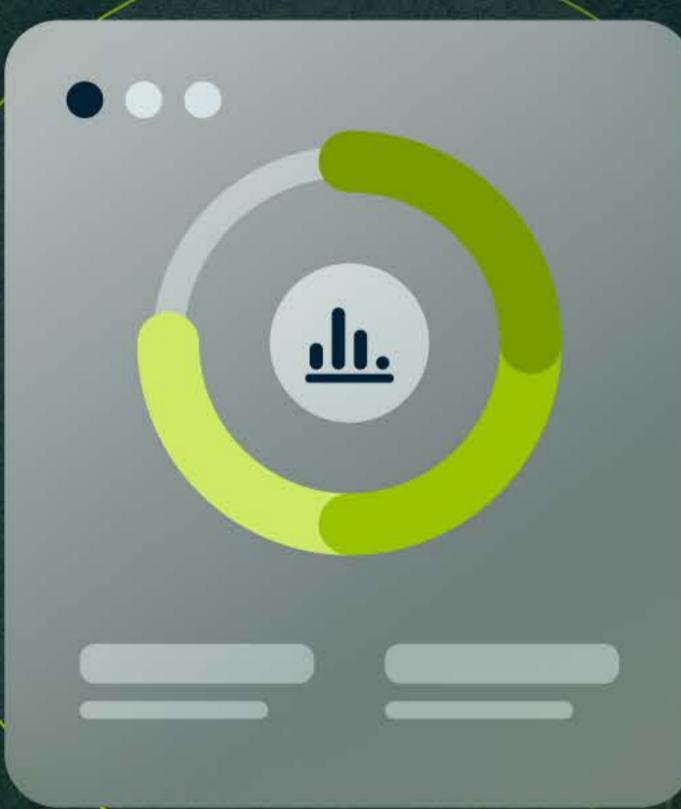
Sportian incorporated **advanced fan segmentation and attribution** and **full traceability** of the fan's actions as foundational pillars of growth campaigns, allowing LALIGA to simultaneously connect with fans generating **advanced media plans**.

Fan Activation's **fan lifecycle management** approach used **lead nurturing and lead scoring** to understand the status of each fan, determining the ideal moments for each type of communication like subscription plan offers or membership campaigns, among others.

In addition, Sportian implemented the **dynamization of content and lists**, along with **segmentation of unsubscription prevention models**, guaranteeing highly personalized

communications and an increase in Lifetime Value and Average Revenue Per User of each fan. In turn, this helped optimize the time and resources that LALIGA's marketing teams dedicate to campaign management and **increase their ROI**.

Another key focus was **the transformation of recurring traffic into a direct source of income** through Adtech strategies. This allowed LALIGA to monetize fan interactions, turning their interest into a valuable source of income.



# Results

## Tangible increase in transactions and a greater lifetime value

Through this collaboration LALIGA witnessed substantial increase in the number of its OTT transactions, with +70%, translated in turn into a +160% growth in revenue. The record for pay per view purchases of an event was also set high, with 50% more sales generated by the previous content that led the history.

The integration of marketing automation contributed to an 80% increase in renewals, demonstrating the power of personalized and targeted campaigns to retain a loyal fan base. The total Lifetime Value growth of subscribers was +220%.

Fantasy gaming also benefited from an astonishing 100% increase in installations compared to the previous season. This not only meant an expansion of LALIGA's player base, but also underlined the effective strategies employed to capture fan interest and participation in this dynamic space.

Communications through the website and the official application experienced a notable rebound, with a commendable 50% increase in fan engagement. This result validated the success of the approach in breaking through the noise of content saturation, ensuring that LALIGA messages stood out in the attention economy.



## Conclusion

The collaboration between LALIGA and Sportian not only achieved engagement and business objectives, but retained elite stature of LALIGA developed on the pitch to the digital landscape. The substantial growth in key performance indicators demonstrates the symbiotic relationship between strategic vision, data-driven approaches and fan-centric engagement strategies, ultimately propelling LALIGA to new heights in the digital era of sports marketing.

# Why Sportian?

As a technology provider exclusively designed for sport and entertainment, Sportian is obsessively fan-centric in its product design and growth strategy. All Sportian solutions can be interconnected through its unique digital ecosystem, to provide fans with a holistic and engaging experience that harnesses their passion for sport and helps take their engagement to the next level.



# WORK SMART IMPROVE RESULTS



 Sportian