How a fantasy rugby platform
boosts its monthly revenue by 20%

Challenge:

- Low access to users not being active on their primary social platform
- Users in French market responded slowly to English written content

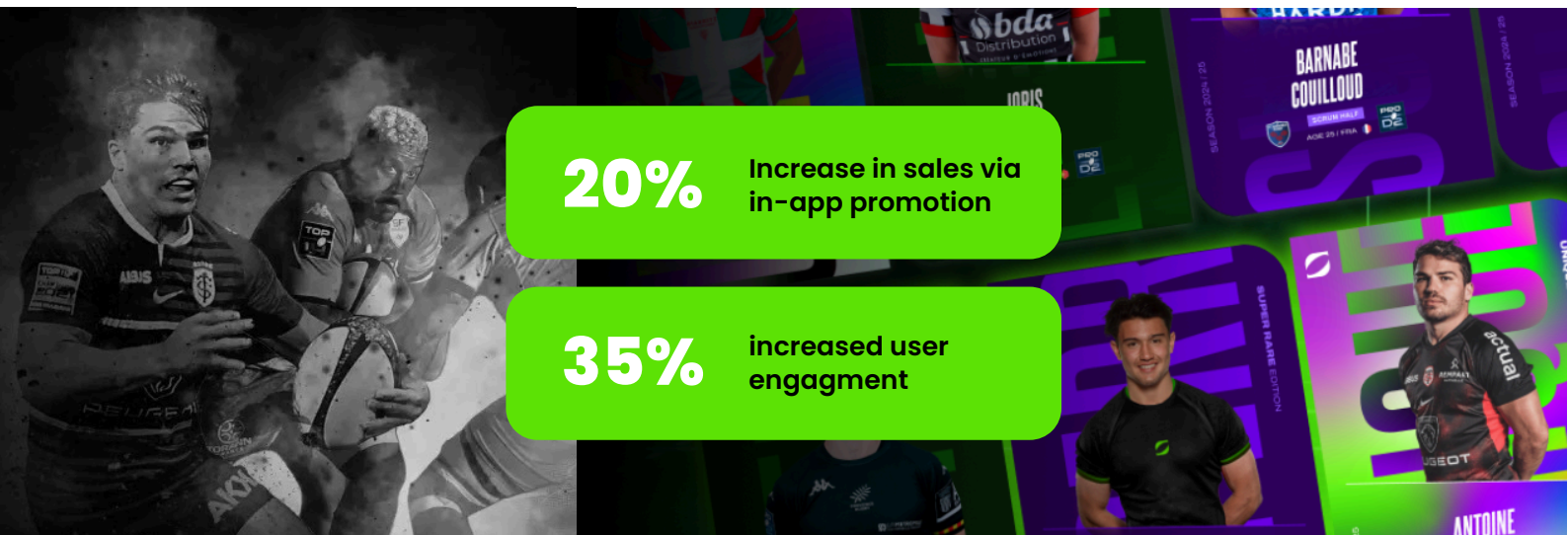**Legacy Market Experiencing**

| Low User Engagement | Slow Product Sales & Events Registrations |

Solution:

- In-Product Sales Channel created with in-app announcements

Built with a low-code, easy-to-use tool, without the need of developers or sprints.

20% Increase in sales via in-app promotion

35% increased user engagment

> "By integrating in-app announcements into our platform, we have created a brand new revenue-driven channel. We now communicate directly with users in their native language in real time without relying on external tools like Discord or email to deliver our flagship events.
>
> ***Oscar Thornton, Product Manager***
> ***BAMG Sports*** **OVAL3**

Company Business Model

Oval3, developed by Bamg Sports, is a fantasy rugb platform where users trade digital assets and compete in online rugby events. The platform follows a freemium model, a premium content is available for purchase.

How Oval 3 platform drives revenue in-app:

As many of the platforms users are not present on BamG's external communication channels (Discord platform, email, social, etc.), the Product Team created an in-app promotion channel with 3 Product Fruits elements.

When a new rugby event or important digital asset release occurs, BAMG Sports' Product Team publishes promotion through:

Pop-up banner

For immediate promotion, prompting users to take immediate action on seasonal updates, new features or offers
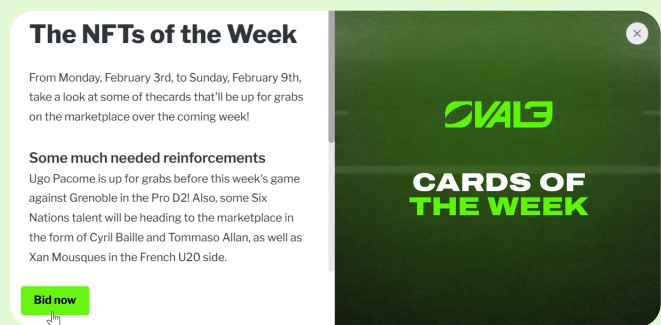
Newsfeed section

implemented in the Life Ring Button and serving as a central hub for all promotions: player card releases, game features, and special events. Unlike popup banners which are seen only once/several times by users and then they disappear, all campaigns live in newsfeed for months and can be reviewed by users even later.

Life Ring Button

serves as a Help Center for FAQ and also as a repository for All News (through Newsfeed section which is located in the lower bar of the LRB).

Power tip: Language localisation and display of important events in multiple ways are a key to success: leading to higher actions like NFT purchases and special event registrations.

Talk to Our Specialist

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