

AWAKEN YOUR DIGITAL POWER



Sportian.

The power to digitally engage with your fans – simplified

Sports organizations, such as associations, federations and clubs, are unique businesses that face one common challenge: capturing the interest of fans in the attention economy.

Your organization has seen how its fans are connecting differently, digitally, during the game and beyond. They may tune in to watch or comment on social media from all corners of the country or even across the world. As you become a national brand and even a global entity, understanding diverse fan behaviors and how to build lasting relationships will be crucial to success.

Many fans will engage with your sports brand for life. Yet sports entities have yet to capture the lifetime value of these customers – by harnessing digital power to enhance fan experiences and link these to business objectives.

Undoubtedly you will have a fan base, whatever its size, and it will typically comprise a diverse group of people, with wide-ranging interests both in and outside of sports. These fans are sharing data through first-party or zero party environments, and this information needs to be understood in order to apply it to your engagement strategy.



Awakening your digital power means:



- 01 Cultivating those fan relationships, appealing to their wide-ranging interests, and staying relevant to their needs.
- 02 Learning how to collect and exploit zero and first party data in marketing actions.
- 03 Opening up the many opportunities fan data has to offer, to increase revenues.
- 04 Making your content stand out and capture the fans' attention.
- 05 Transitioning or supporting traditional marketing approaches to embrace the power of digital channels in order to grow your business.

In reality, awakening digital power is about translating the passion of your fans into the digital ecosystem. It's about generating interest and establishing long-term relationships that bring value to the fan and to your bottom line. This requires optimizing your ecosystem to enhance the fan experience, using data for informed decision making. In so doing, it will make an immediate and lasting impact on your business objectives.

Technology that works for you

Unlocking your digital power, and using it to engage with fans, is easier with the right technology. Sportian solutions deliver clear and tangible ways to create unique experiences for fans, provide value to them, and generate revenue.

Even if you have a minimum of data, Sportian can help you analyze your fan base, generate more contacts, and build a tailored solution. We have deep sports experience and technology know-how, so you may be surprised at how rapidly and effectively our solutions begin to increase activations. In a matter of days, you can reach fans with relevant content, gather data, and build loyalty. As a result, you'll see a fast return on investment, making our solutions a natural extension of your business and a vital means to build fan engagement.



From first activation to a full ecosystem

Every fan is different, so understanding and meeting their needs requires the right digital solutions and initiatives. For example, you may have a strong fan base, but lack insights into those fans in order to meet their needs and develop a customer journey. Alternatively, you may understand your fans' needs well, but your organization needs to grow its fan base.

Sportian solutions give you the flexibility to plan the right actions for your business, using the right digital initiatives. You can start with one of our solutions – such as Fan Activation – and add other solutions as your capabilities grow, to create a powerful digital ecosystem that unites fans, your business, marketing and commerce.





ACTIVATION

Grow and engage
your fan base

MANAGEMENT

Unite technology

HOW OUR SOLUTIONS COMBINE

STREAMING

Monetize/increase
acquisition



Fan Activation

Turn customers into devoted fans

Fan Activation from Sportian helps you to get to know your fans better, so you can engage them in a hyper-personalised way based on their interests, propensity to buy, social platform use, sports viewing and recreational interests – to name just a few parameters. Using these metrics, you can turn fans from passive viewers of your content into loyal supporters and reach out to attract similar profiles into your fan base.



Our solution makes it easier to connect with fans wherever and however they prefer – email, SMS, social media and more – using a single platform that’s powered by AI with real-time updates. Fan Activation is easy to use, with clear dashboards, analytics, insights and the right strategic advice to help you create tailored multichannel campaigns.

Using Fan Activation, it’s never been easier to differentiate from your competitors, create more memorable activations and increase Lifetime Value. Now you can accompany your fan base with data-driven marketing that’s easy to leverage and understand.

FROM

#FEELSPORTIAN





Simplify how you deliver digital fan experiences

Maker is a Content Design & Management System (CDMS) that helps you create, manage and instantly update content across your digital platforms. It includes all you need to build a unique digital presence – e-commerce, gamification, ticketing, social media, sponsor promotions and more – in one easy, integrated solution.

Working with Maker is effortless for any size of sports organization, thanks to its flexible design templates



#FEELSPORTIAN

PASSION



that let you drag-and-drop different digital sports assets, and tailor and personalize campaigns. Maker removes technical barriers and unites the technology you may already be using, together with applications and all social media platforms.

This allows you to focus on what matters: designing and launching successful campaigns, monetizing digital assets, and providing unique sports fan experiences and customer journeys.

OTT Platform

Be a direct content provider

With Sportian, there's nothing holding you back from launching your own over-the-top (OTT) service. With our B2B white label OTT Platform, you can distribute video on demand, live events and 24x7 channels directly to fans, sparking new levels of engagement and revenue streams.

Our platform is designed and developed to be end-to-end, modular, scalable, self-operating, cloud-hosted and fully customizable. As a multi-device platform it covers the entire spectrum of your needs for content distribution to fans, while also providing growth tools, 360° data analysis and dynamic monetization management.



Sportian is not just a technology provider, but a partner that supports and helps lead the digital transformation of sports organizations in a disruptive and innovative way. So our OTT platform goes far beyond streaming and provides differential value at the B2B and B2C level, with easy integration to a centralized content hub, and tools to generate fan engagement.

REINVENTION

#FEELSPORTIAN



Work with Sportian – awaken your digital power

Sportian is the technology company created by LALIGA and Globant, one of the world's most innovative and ambitious software development companies. Sportian actively supports leading organizations from different sports around the world, making it easy for sporting competitions to maximize the potential of their assets through strong engagement and effective monetization.

Contact us to discuss the next step in your fan engagement strategy:

Visit: www.sportian.com

