

Fan Management



LaLiga Tech ecosystem to reinvent and enrich the relationship between clients and their fan base

DIGITAL ASSETS



Single Sign-On (SSO) & Social Login

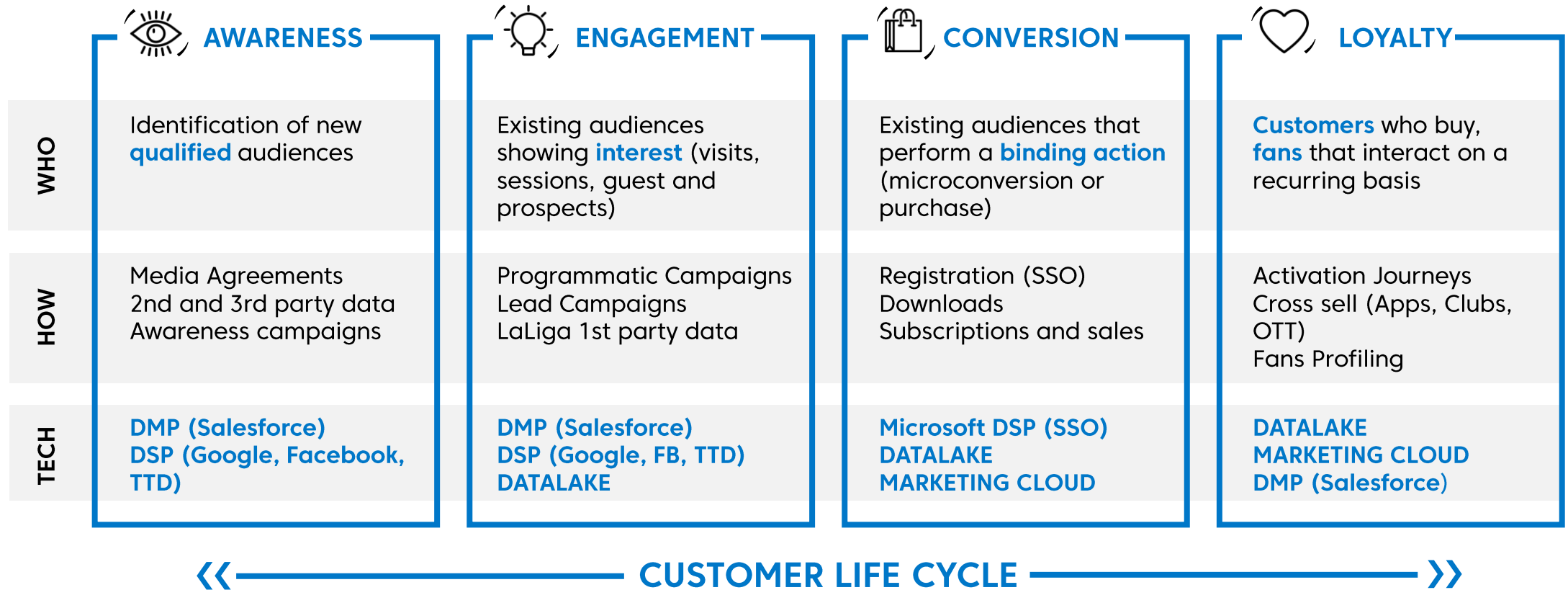


FAN ACTIVATION



LaLiga Tech Fan Data Driven capabilities to revolutionize the fans' experience

>> The fan at the center of the strategy





A Personalized Journey

Data-driven activation & personalization

>> The personalization journey begins from day 1

ONBOARDING PROCESS:

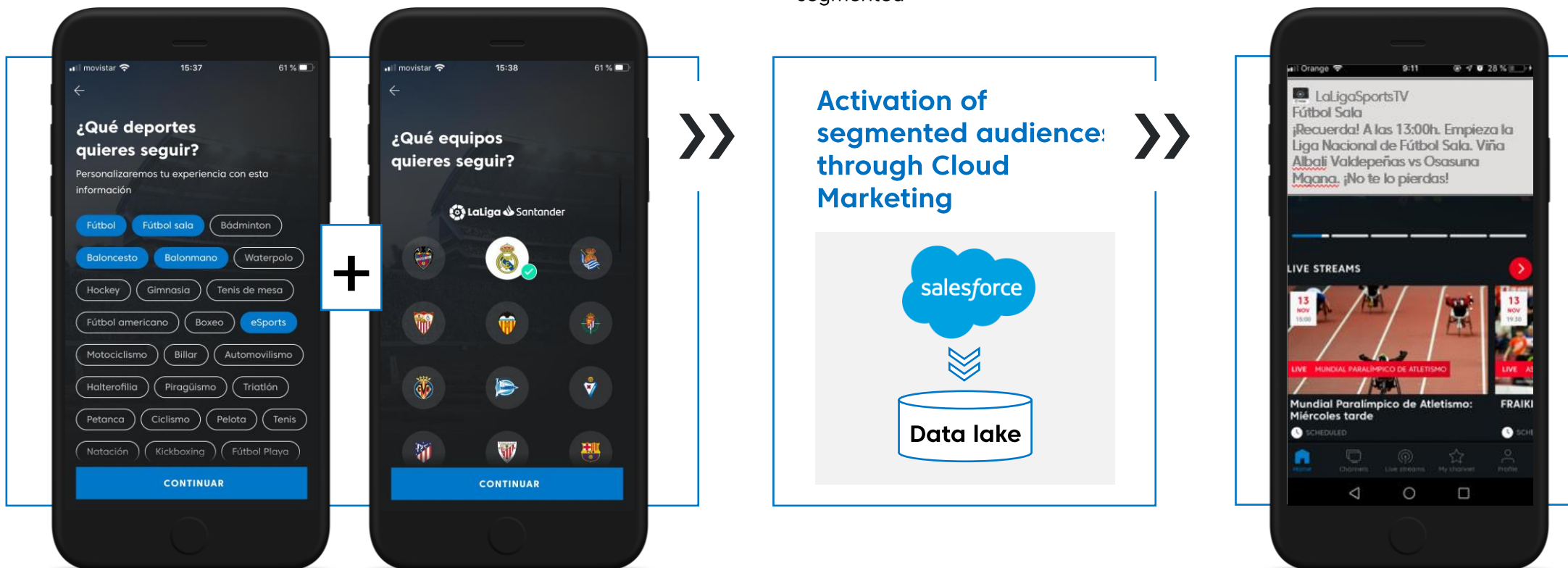
Information related with the fan's favourite sport

ONBOARDING PROCESS:

Information about the fan's favourite team

FAN'S REGISTRATION PROCESS

The information is associated to the fan and then the campaigns are segmented





Customer Strategy



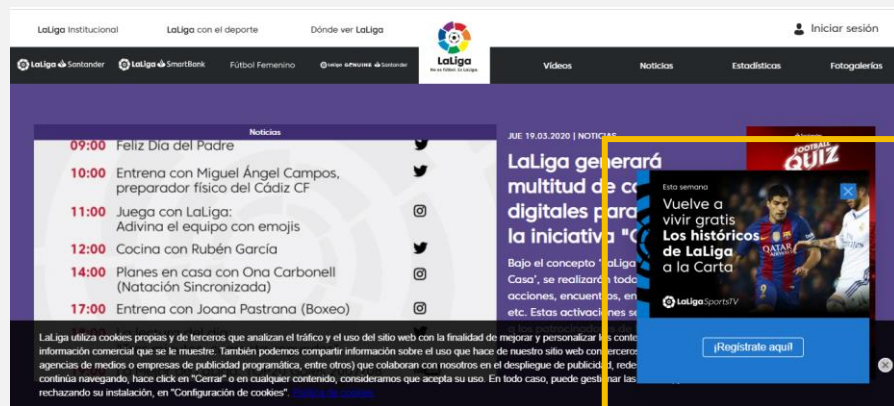
Personalization end to end

Data-driven activation & personalization



Cross sell Notifications from Official App to fans will drive the user to the WEB

a)
Known user



A specific messages to users who are already registered in LALIGASPORTS TV

b)
New user or non registered in LALIGASPORTS TV



A different messages to users who have never logged into LALIGASPORTS TV



Gain valuable insights on your fan base with our FAN 360° view

LEAD

Prospect



- Email
- Name
- Age
- Country
- Favorite team

Wants to get **communications**?

Yes

No

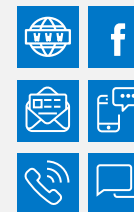
VS

LALIGA FAN

Registered fan



Email, SMS, Push, cookie, FB id



- Lives in Spain
- 1st Favorite Team Betis
- 2nd favorite team Real Madrid
- Has consulted the calendar on the Web
- Fantasy Heavy User of the OTT
- Watched live videos of RUGBY on the OTT
- User at risk (medium) in FANTASY
- Opens last 4 email communications

SOCIAL PROFILING

Shares Facebook profile:

- 26 years
- Follows Joaquín and LaLiga
- Premiership Rugby follower on FB
- Follows Joe Launchbury and Wasps RFC
- Likes music festivals (Madcool, Sonar)
- Travels to Ibiza and Madrid
- Interests in crafted beers

Wants to get **communications**?

Yes

No

authorizes being **profiled**?

Yes

No

authorizes personal **data to be shared with third parties**?

Yes

No



Target your qualified audiences whilst engaging sponsors

>> New revenue streams: Data shared with Sponsors to run Paid Campaigns

01 Branding campaign

The following audiences will be activated:

01. SECOND PARTY DATA:

Users interested in football (Cookies)

02. 1ST PARTY DATA:

Users interested in football (Cookie / MAID)

Activated through LaLiga
Facebook Business Manager



02 Performance Campaign

The following audiences will be activated:

01. SECOND PARTY DATA:

Users interested in football (Cookies)

02. 1ST PARTY DATA:

Users interested in football (Cookie / MAID)

03. ZEOTAP AUDIENCE:

Users with apps and activity in Delivery Food apps and purchase intention in this type of food.

Activated through LaLiga
Facebook Business Manager



03 Programmatic campaign

DMP audience that is shared and activated with Sponsors:

FIRST PARTY DATA

Users interested in football (First Party Data):

- Users who in the last 90 days have visited / registered on the laliga.com website, laligafantasy.com, the football section of laligasportstv.com
- Users with a favorite sport/interest in football
- Users who have visited the Santander Football Quiz App in the last 90 days.



Display &
Video 360

>> Trigger channel: DSP
"Google DV360"



Customer Strategy



Journeys



Awareness



Engagement



Conversion

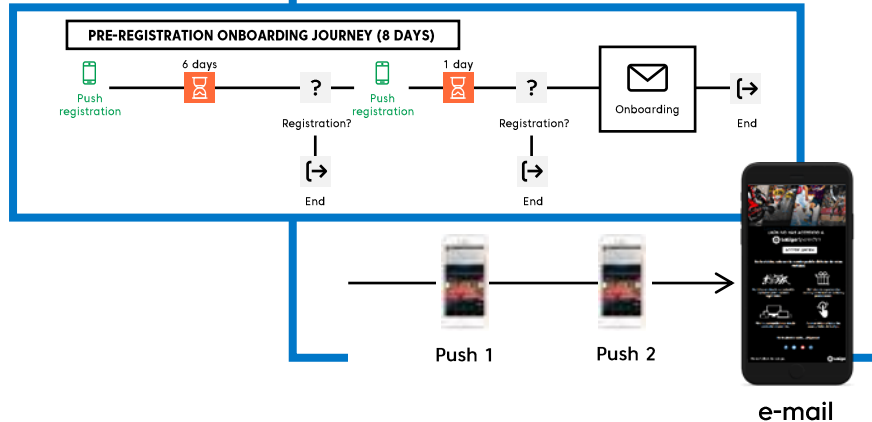


Loyalty

>> Main customer journeys

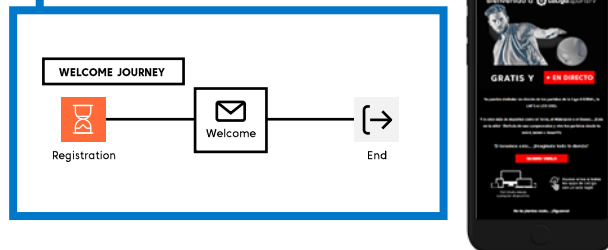
Onboarding (Registration)

For users registered on another channel



Welcome

When registering



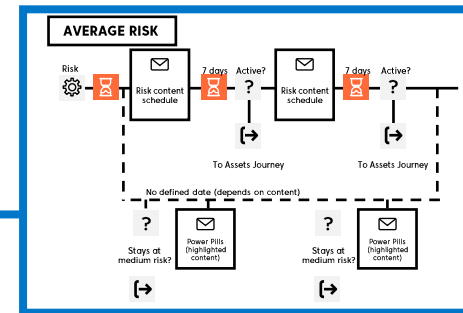
Active accounts and heavy users

Weekly newsletter with content focussed on active and heavy users, personalized to their favorite sport



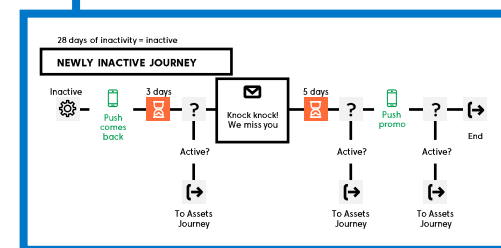
On risk

Users at risk of being inactive



Inactive Accounts

Fans Recovery



How we differentiate ourselves

We come from sports and entertainment

We understand your business challenges
+ 6 years developing technology for LaLiga and other sports properties

We have a multi-disciplinary team of more than 100 industry experts



Experience



Ecosystem vision



Talent



Advanced Analytics



Holistic and modular offering

Our single data-driven ecosystem generates value and enriches your business

Data-driven decision making that brings companies closer to their strategic objectives



Our mission

Empower the **Sports & Entertainment** sector with **modular technology solutions** that enable clients to address the challenges and opportunities of **fan, competition and content management.**

Enable data-driven decisions through a digital ecosystem and specific products



CONNECT



OPTIMIZE



CONTROL



EXECUTE

LaLiga Tech is structured around a unique data-driven ecosystem

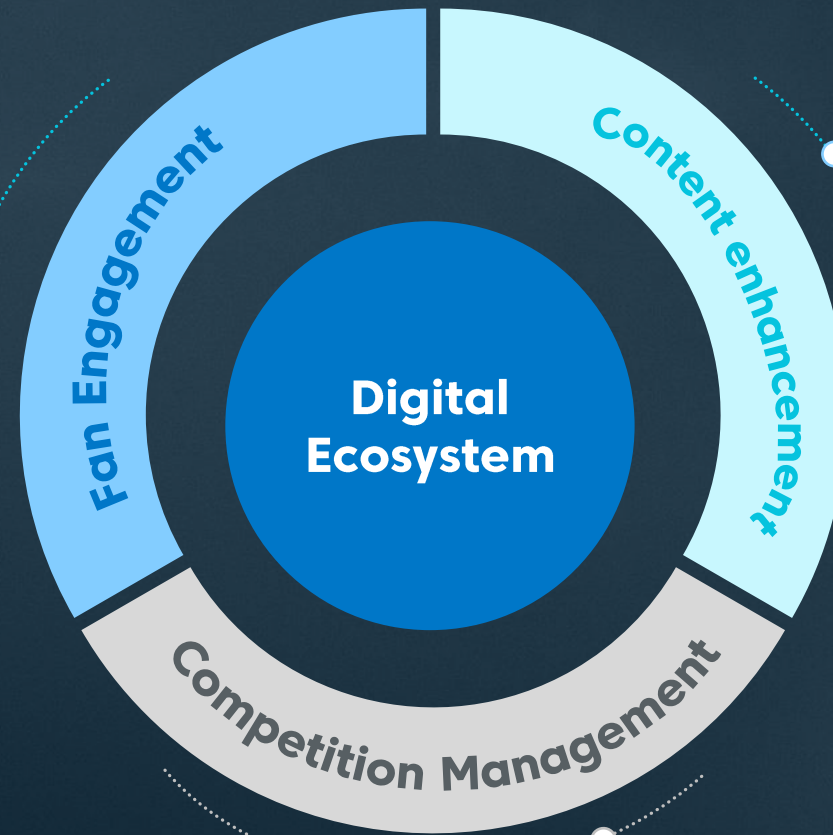
Capabilities

Understand your fans creating a single fan view (360°)

Perform data-driven marketing activations

Monetize customer Intelligence

Improve competition management, operational efficiency



Provide valuable insights to professionals & fans

Fight against digital piracy

Protect your brand's value

Harness the power of AI capabilities to take data-driven decisions

LaLiga Tech

The unique benefits of this model

The keys to our digital ecosystem

Accessible

Adapting to the needs of small, medium & large organisations



Scalable

Enabling clients to expand their technology footprint over time

Specialist

Products developed by and for sports

Products that co-exist and interact within the ecosystem

