



United Soccer League

# Mobile First: The Value of Creating a Connected Fan Ecosystem

*Presented by: Sam Schuler (USL), Adam Satz (USL), Noah Lennon (Sacramento Republic FC), Taylor Soares (Sacramento Republic FC), Erin Johnston (FanThreeSixty)*



# Why focusing on mobile can drive value across the entire business:



- Unlocks data capture opportunities and enhances fan profiles



- Direct route to custom fan communication



- Converting fans into mobile app users can help drive revenue:
  - Average Mobile App user spends an average of \$100 more per year on tickets than non-users.

# Guest Panelists



**NOAH LENNON**  
*Marketing Manager*  
*Sacramento Republic FC*



**TAYLOR SOARES**  
*Marketing Coordinator*  
*Sacramento Republic FC*

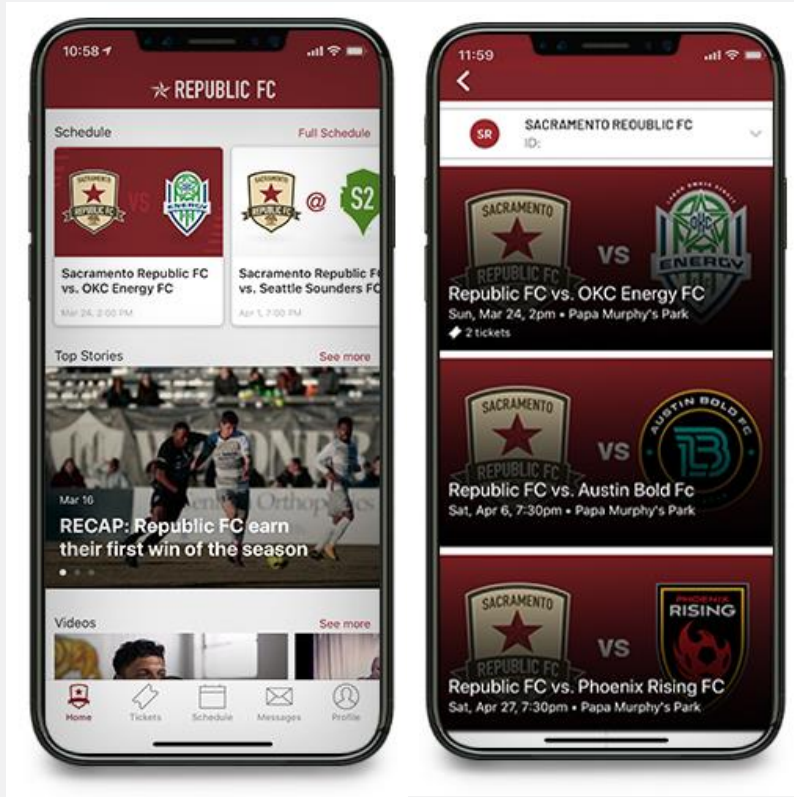




# APP SUCCESS STORIES

SACRAMENTO REPUBLIC FC

JANUARY 25, 2021



# YEAR ONE

Launched March 2019



Familiarize fans with **digital ticketing**



2,200 users in **first six months**



How do fans interact with app?  
What do they value?



What did we learn? How can we make this actionable for 2020?





# REIMAGINING OUR MOBILE APP

# YEAR ONE vs. YEAR TWO

TOTAL REGISTERED USERS

+82%

ACTIVE USERS

+52%

TOTAL SESSIONS

+28%





# GOALS

**INCREASE  
ENGAGEMENT**

**CREATE A DYNAMIC  
CONTENT FEED**

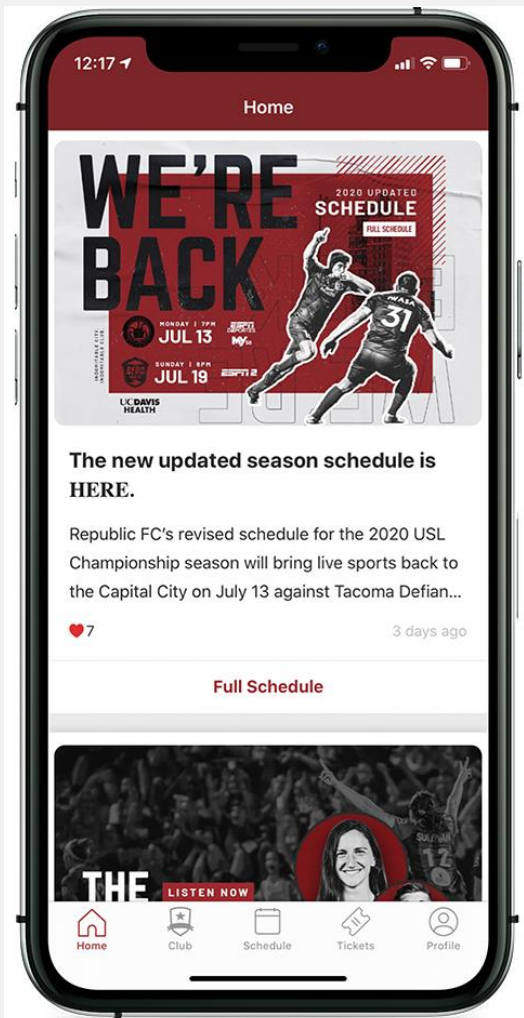
**ENHANCE THE  
MATCHDAY EXPERIENCE  
EXPERIENCE**

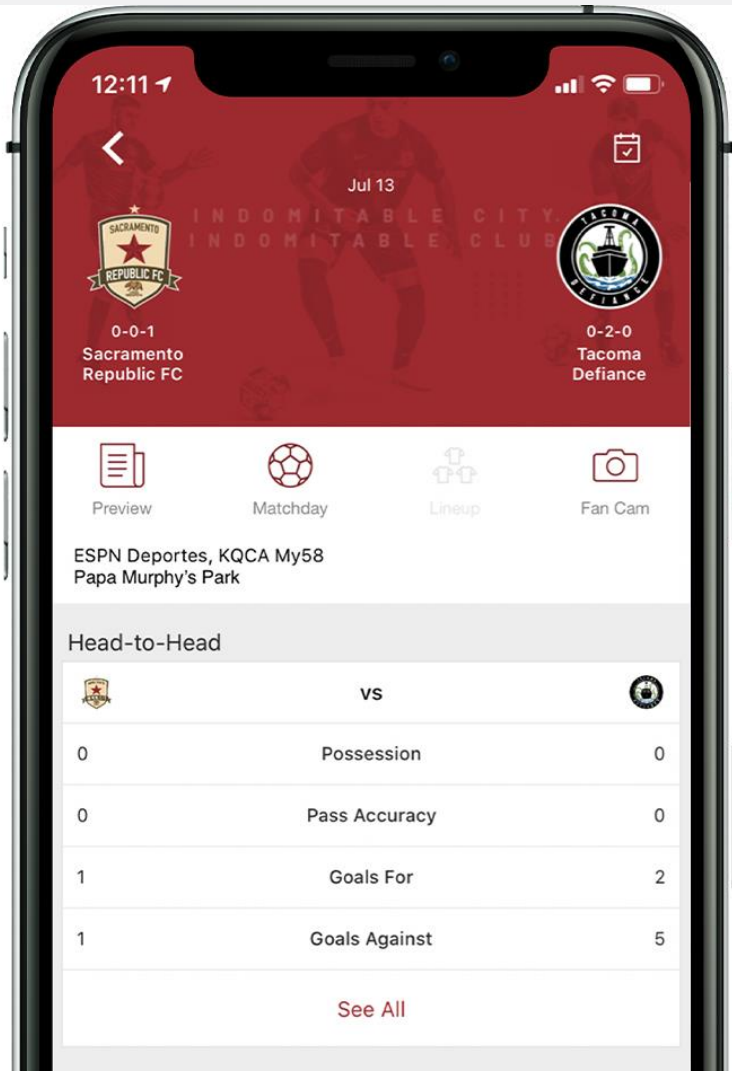


## A REDESIGNED HOME PAGE

A new and improved home page for club communication and news.

- ▶ Create simpler, more straightforward navigation
- ▶ Increase accessibility of club news and other content
- ▶ Create a unique voice from our social channels





# VIRTUAL MATCHDAY

Navigate Matchday from the palm of your hand.

## A one-stop shop for matchday content

- ▶ Pre-game show
- ▶ Starting lineups & player roster
- ▶ Live game and player stats
- ▶ Easy access to social media feeds
- ▶ Instant replays
- ▶ Matchday trivia + other engagement opportunities



Real-time updates  
& notifications



Exclusive offers &  
discounts





# ENHANCING THE MATCHDAY EXPERIENCE




# VIRTUAL MATCHDAY

With resumption of the season, we moved to a completely digital matchday experience.

Previews, Pre-Game Show,  
& Match Recaps



Starting XI, Official Club Roster, & Live  
Stats

Forward	#	HT	WT	Born
 K. Belmar	9	5'11"	158	USA
 D. Formella	10	6'0"	178	Poland
 C. Iwasa	31	5'10"	180	USA



STARTING  
**XI**

PRESENTED BY  
arden fair

Hard Rock Hotel & Casino  
Fan Cam





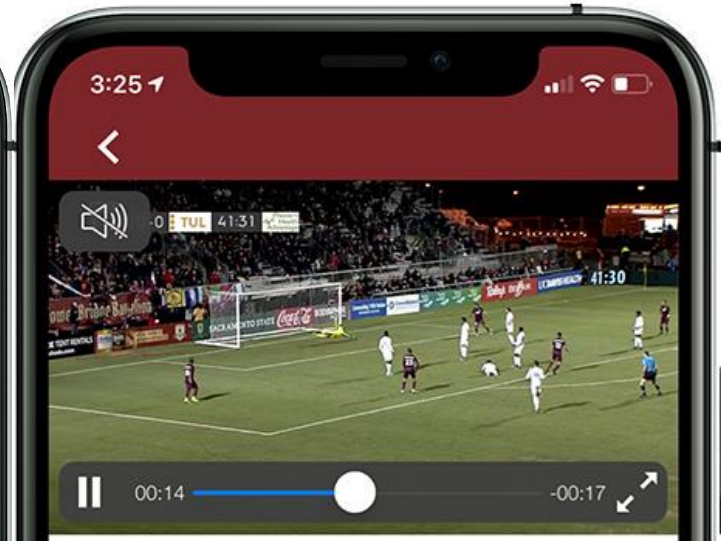
Presented by 805

### Matchday trivia is now LIVE.

Answer all three questions correctly for your chance to win a SRFC prize pack! The trivia questions are available on the home page of your mobile app.

Just now

[Official Rules](#)



### REPLAY | Goal by Drew Skundrich in the 40'

0

Just now

## VIRTUAL MATCHDAY

### Matchday Trivia Presented by 805

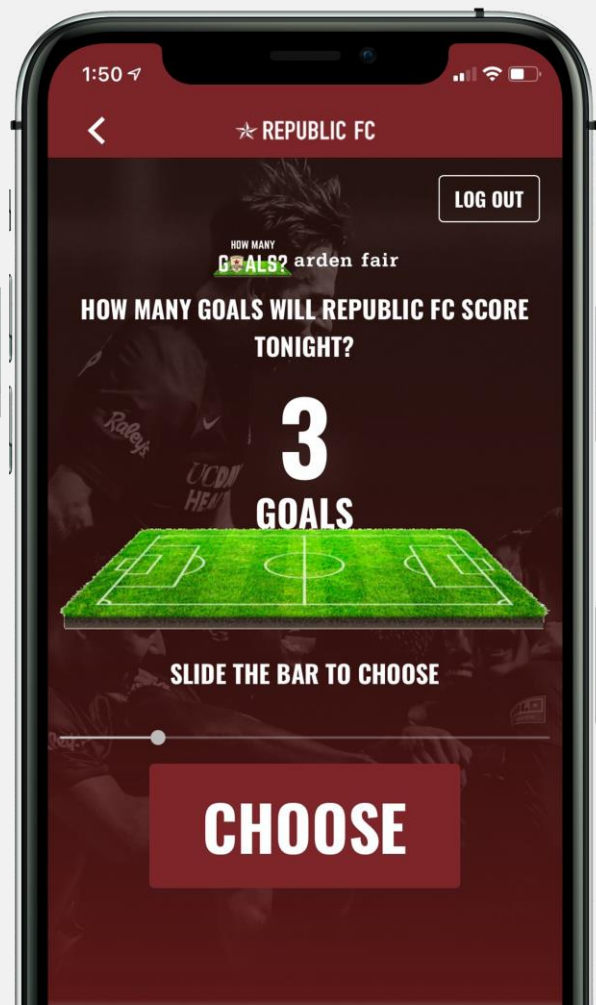
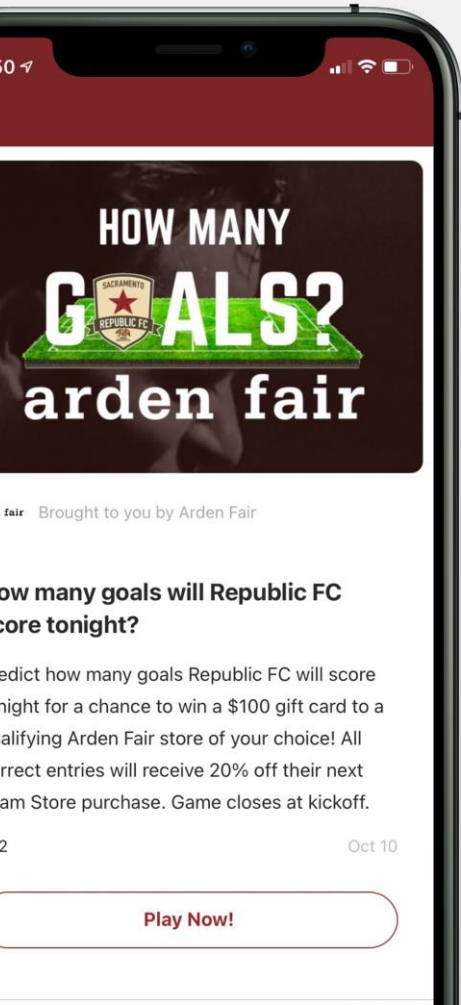
- ★ Season impressions: 32,280
- ★ Reach: 1,193

### In-Game Replays

- ★ Fans get notified of highlights as they happen
- ★ All play natively in the app



# PARTNERSHIP INTEGRATION



## 3<sup>RD</sup> PARTY ACTIVATIONS

Create digital partnership contests that drive **trackable results**

IMPRESSIONS

10k+

REACH

5.1K+



SACRAMENTO REPUBLIC FC



# NEW OPPORTUNITIES & REVENUE

IMPRESSIONS

110k+

REACH

9.3k+

*Sacramento Republic FC partners consistently communicated their appreciation for our Club's creativity in delivering value through digital assets that drove impressions and engagement from both our fans and partners.*

-- DUSTIN VICARI, CHIEF REVENUE OFFICER



SACRAMENTO  
AT FIRE MOUNTAIN

arden fair



SACTO>ZERO

Zero Tailpipe Emissions • No Boundaries • All Sacramento

SACRAMENTO REPUBLIC FC |





**LOOKING FORWARD**

# GOALS FOR 2021 & BEYOND



Acquire & retain app users

## APP MARKETING PLAN

RETAIN CURRENT USERS

ACQUIRE  
NEW  
USERS

PERSONALI  
ZE FAN  
EXPERIENC  
E

REWARD  
HIGHLY  
ENGAGED  
FANS

APP LEADS  
→ ACTIVE  
USERS



# GOALS FOR 2021 & BEYOND



Acquire & retain users



Elevate value of digital assets for partners



# GOALS FOR 2021 & BEYOND



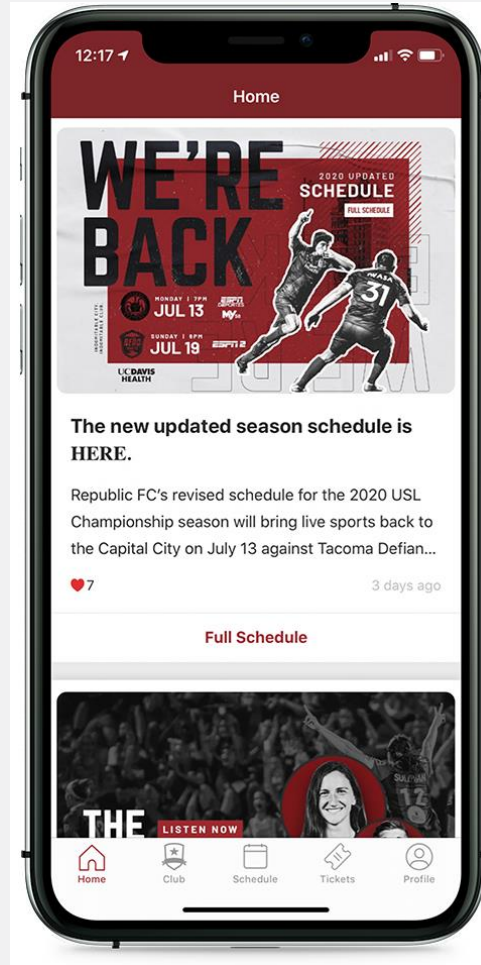
Acquire & retain users



Elevate value of digital assets for partners



Expand app **functionality**



✓ Podcast

✓ Team Shop

✓ In-Stadium Concessions

# GOALS FOR 2021 & BEYOND



Acquire & retain users



Elevate **value** of digital assets for partners



Expand app **functionality**



Enhance **app-exclusive content**





THANK YOU

# Guest Panelist



**Erin Johnston**  
Client Success Lead  
*FanThreeSixty*

