

EFL BOOST ENGAGEMENT BY 400% WITH MATCH SCORES AND VIDEO HIGHLIGHTS!

Challenge

Increase EFL fan engagement via the calendar with valuable new content offerings.

Solution

Deliver final match scores and video highlights post-match directly in to the user calendar.

1. Introduction

The EFL is the largest single body of professional clubs in European football and is responsible for administering and regulating the EFL, the Carabao Cup, the Papa John's Trophy, and reserve and youth football competitions.

2. Objectives

- Deliver valuable new content outside of match times
- Satisfy strong fan desire to engage with video content
- Make it timely, relevant & compelling for fans
- Make it easy to manage (automated)

3. Strategy

Deliver an automated service for final match scores and video highlights post-match, delivered at the right time, in the right place, direct to fans with one-click access to watch highlights.

4. Solution


Subscribers will receive an ICYMI (in case you missed it!) entry in their calendar the morning after a match, with the final scores and direct access to highlights, whenever their favourite team wins or draws. The match scores are contained in the event title, with a brief match description and a strong 'Watch Now!' 'call to action' link, with direct access to the relevant match highlights.

5. Outcomes

 **+400%**
click-through
rate

 **+651%**
clicks
from calendar

 **+2052%**
total
engagement

 **73%**
'Watch Now'
(the most
clicked link)

