ECAL

ARSENAL BOOSTS FAN ENGAGEMENT, and reduces overhead, with enhanced match content.

Challenge

Arsenal FC are one of the most successful clubs in world football, with a large, global, and passionate fan base. Arsenal had been self-managing the content of their match events data in ECAL directly via their own API push, but their API was low on detail and logic. As such, the events detail being sent to calendar were limited, and engagement rates relatively low.

Introduction

For Arsenal fans across the globe, having the match schedule delivered dynamically into their personal digital calendars has become an expected and valued service. A service that has been consistently popular, however the content of the events lacked detail and context, with only basic match information, dates, times and location information available.

For ECAL, Arsenal's official 'Digital calendar' provider, the opportunity to offer fans a more content rich, contextual, engaging experience, with improved match details, promotion and direct-action links had become increasingly important.

Objectives

- **REDUCE** / eliminate the human and technical overhead for the Arsenal business in delivering an automated, smart, dynamic calendar marketing and communications service.

- **LAUNCH** August 2023, providing Arsenal and their fans with an enriched calendar marketing experience, making use of ECAL best practice content templates and logic.

- **COMBINE** relevant match data, broadcast data and reminders to ensure that fans receive the right information, in the right place, at the right time to increase awareness and tune-in.

- **INCREASE** fan engagement and commerce through Arsenal calendar events with contextual cross-promotion of the latest Arsenal products, features, & targeted direct links to Membership, App Downloads, Latest News, Videos, Online Store and more.

Strategy

In time for the new season 2023/24, ECAL worked with the team at Arsenal to design enriched, best practice content templates across the Men's, Women's and Academy Schedules, with a view to switching from their self-managed events content to ECAL's fully managed service.

Solution

From the outset of the 2023/24 season, ECAL successfully transitioned Arsenal to a totally automated events feed service. ECAL delivered smart, dynamic, relevant match events content for Arsenal with ECAL's best practice content templates, and custom business logic, to communicate events better and deliver outstanding business outcomes.

Outcomes

+93%

ACTION & ENGAGEMENT
The number of click-throughs (and CTR) on the direct-action links in-calendar almost doubled.

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REVENUE GENERATION
One-third of all clicks were to revenue generating products, such as Shop, Membership and Tickets.