



FANISKO

CASE STUDY

ELITE AMATEUR FIGHT LEAGUE (EAFL)



ABOUT THE CLIENT



- Mixed Martial Arts amateur league serving the nation and a feeder of talent for the professional circuit.
- They have had three successful seasons and fights are televised on NBC Sports Chicago and live PPV on FITE channel.

THE CHALLENGE

Elite Amateur Fight League (EAFL) had challenges engaging with fans in the stadium before and in between fights. To bring entertainers to entertain between fights is expensive. Secondly, their sponsors were looking for increasing their impressions beyond traditional advertising such as indoor posters and wallscapes. EAFL needed to address both of the problems.

MMA events have time interval between fights for logistical reasons. Even though MMA fights are 3 rounds of 5 minutes each, the fight may only last 5 seconds due to TKO ending. Because of these reasons, fans are disengaged with the event during these intervals. UFC and other leagues bring various paid entertainers to keep fans engaged, which is an expensive engagement strategy for EAFL.

The traditional ad posters and wallscapes offered little reach for the sponsors. EAFL was unable to measure brand awareness and loyalty to show value to their sponsors. In turn, EAFL wanted to attract more sponsors to add to their revenue stream.

EAFL'S EXPECTED OUTCOMES

First, EAFL wanted fans to be engaged at their seats in the arena. Second, they wanted a digital form of entertainment where engagement could be measured and quantified. Lastly, EAFL wanted to show value to their new sponsors and bring additional sponsors to supplement their revenue stream.

ENGAGEMENT WITH FANISKO

Fanisko was selected for our expertise in the digital fan engagement space. After evaluating what others vendors brought to the table as well as Fanisko, EAFL chose Fanisko. Fanisko's pricing and pricing structure were also attractive to EAFL.



THE SOLUTION

Fanisko's one stop fan engagement platform, Fanisko | Engage, was developed after tremendous market research and talking to several industry leaders.

Fanisko demo'd the Engage platform that met all of the needs of EAFL. Founder and Creator of EAFL, Jesse Nunez, was extremely impressed with the platform capabilities.

The gamification element offered in the platform was ideal for this problem. The attendees already had the EAFL app downloaded on their phones - and our platform was simply pushing the information to the app through the integrated SDK on to their mobile phones.

The platform offered pre-scheduling of trivia, polls and surveys that popped up during those preset intervals. Time to answer trivia and polls were preset as well. An in-stadium announcement was made to encourage participation. The leaderboard screen in the app showed the active leaderboard; that increased competition and engagement during the intervals between fights. EAFL offered tickets for events, merchandise and sponsored gifts for the leaderboard winners. This further motivated fans to participate and be engaged.

Fanisko | Engage offers sponsor messages to allow for monetizing the engagement out of the box. The sponsor messages are added simply using the backend dashboard just as some of the other content pushed to the app. The extensive analytics on all of the app interactions enabled tracking the impressions and click throughs. Brand awareness and loyalty were measured and reported through a dashboard that was easy to export and print.

Because EAFL leveraged Fanisko's mobile platform, EAFL was able to roll out the solution in 48 hours from the beginning to end. Fanisko is agile and the platform is intuitive. Fanisko did the initial setup of the event on the dashboard.



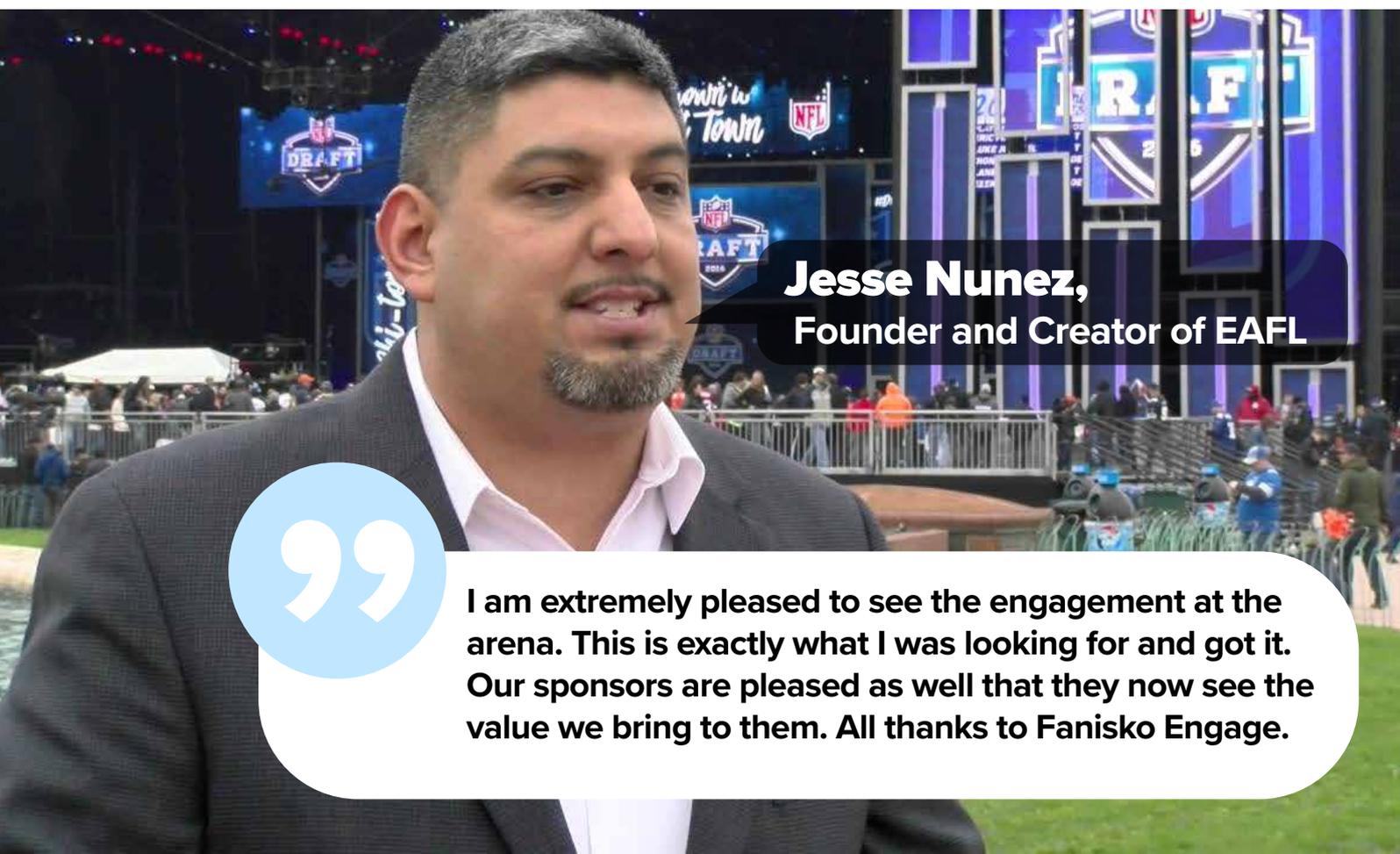
RESULTS

EAFL saw increased fan engagement at the arena. They were also able to quantify sponsor brand awareness through impressions on the app and click throughs and new orders through the platform in some cases.

EAFL also saw increased app usage - increased installs, increased retention, increased sessions and session length. They were also able to sign additional sponsors with the new found digital real-estate on the app and with increased engagement thus increasing their revenue.

KPIS AND MEASUREMENTS

Fanisko measured utilization, engagement and sponsor metrics for events that EAFL utilized for in-stadium engagement thus far and the results are outstanding. On average, about 500 fans attended each of the two events. Measuring the utilization, 20% of the fans in the arena participated in the in stadium engagement through the Fanisko platform. EAFL app showed 10 sessions on average per user per event. Average session length was 6.4 minutes. EAFL brought more than 10 sponsors to their mobile application. In total, there were 212 average ad impressions per user per event. Clearly, this demonstrates the success of the platform to engage fans in the stadium.



Jesse Nunez,
Founder and Creator of EAFL

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I am extremely pleased to see the engagement at the arena. This is exactly what I was looking for and got it. Our sponsors are pleased as well that they now see the value we bring to them. All thanks to Fanisko Engage.