



How Paris Saint-Germain relied on online engagement to conquer even more fans

About

Beyond the football club, **Paris Saint-Germain** has become an international sports brand that has relied on **online engagement** to conquer even more fans. A real entertainment brand followed by more than **33.9 million Facebook fans** PSG animates through **apps, videos and interactive and viral content**.



Challenges



RETAIN

visitors by encouraging them to come back to its channels



BOOST

the number of member accounts created



ONLINE ENGAGEMENT

offer moments of interaction to its audience



NEWSLETTER OPT-INS

offered in almost all contests

Results

178,765

games

2,697

new profiles collected per day in average.

47%

opt-in

How ?

With an **Advent calendar** revealing every day a gift to win or a promotion. Users could **try their luck every day**, with only one entry per day, and winners were chosen via a draw. The first days of the campaign, users had to enter their contact details in a form to participate in the draw. After a few days, PSG started using its own authentication system, by integrating its SSO (Single Sign-On) to the Qualifio platform. That way, users wishing to participate in the draw had to connect either by using their existing PSG credentials or by creating a new PSG account. The club has also allowed its off-line visitors to enter the draw by having them fill out the form via a tablet in its stores.

