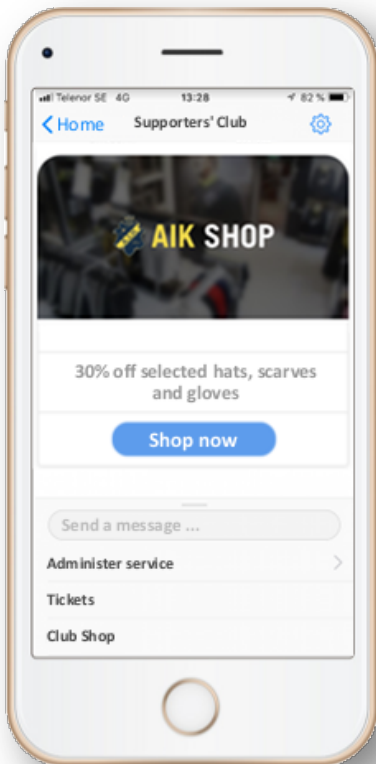


# Reach your followers in a new channel and convert them to **engaged supporters**



**Facebook Messenger** is one of the most widely used apps in the world, with 1.3 billion people active each month.

To stay relevant, teams must be **where their followers are having their conversations** - and they are talking using messaging apps.

The **great advantage of messaging marketing** compared to other means, such as email marketing, is that **users can easily be reached** wherever they are and at any time of the day.

### The Zummy Sports Team Bot

- Increase follower retention and drive your revenue
- Convert light followers to supporters
- Promote tickets and club shop merchandising
- Turnkey solution with easy integration

By

- Automatically sending out team news and results
- Sending out promotion material
- Providing your sponsors with a new display channel
- Sending out live feed from matches



**Enhance your supporters' experience - Retain followers - Drive revenue**

### Great supporter engagement

High Conversion Rate for Signups  
5-10 times higher compared to e-mail

High Open Rate  
4-5 times higher compared to e-mail

High Click Through Rate  
3-5 times higher compared to e-mail

Increased traffic to site  
Between 10%-20% more traffic

### Great supporter conversion

Conversion on ordinary ticket campaigns  
15%-20%

Conversion on season/membership ticket campaigns  
>10%

Conversion on selling/promoting merchandising  
Up to 30%

Click through rate on promotions  
25%-50%

**AI Technology - machine-learning algorithms to analyze interactions and personalize communication**